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primed

PRIME YOUR MIND TO WIN AT WORK



**WOOHOO! IT'S OUR
GOAL GETTER ISSUE!**



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EDITOR & CHIEF BRANDING OFFICER / CHELLIE PHILLIPS

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editor's note

It's time to get your career in gear!

Welcome to 2021!

This month we're focusing on being goal getters, in both our personal and professional life. If you haven't listed out your goals for 2021, I'd encourage you to do so. Studies have shown you're 42 percent more likely to achieve your goals if you write them down.

Why?

It forces you to get really clear about what you want to achieve. It also causes your brain to start thinking about what you have to do to actually achieve them. You become strategic without even knowing it.

Most successful people do this. Then the trick is to read them often. Keep them in front of you. Your brain is coded to respond to this. Think about when you go to buy a vehicle. Maybe you decide you want a particular red BMW but you aren't quite ready to pull the trigger and drive off the lot in it yet.

You drive home and pass two of these same cars on the interstate. Then later that week, while you're out grocery shopping you see another one.

Did they all of a sudden make more red BMWs? No. Your brain has a reticular activating system (RAS). The RAS filter causes you to focus on what you think about. So in the case of the car, you are noticing it more because you are thinking about it more.

The same theory can be applied to reaching your goals. The more you focus on them, the more ways you are going to see to achieve them.

Now the key is sticking with the plan. Don't get discouraged if you don't reach them overnight. Small steps forward are just as important as the giant leaps.

Chellie Phillips
**EDITOR &
CHIEF CAREER BRANDING OFFICER**



Learn to Write an Effective Self-Assessment and Boost Your Career



BY CHELLIE PHILLIPS

At some point in your career, your employer is probably going to ask you to write a self-assessment. It's a routine part of the annual evaluation process at many companies. Consider the benefits of this important tool and master the strategies for evaluating yourself effectively.

Benefits for Writing an Employee Self-Assessment

1. Feel more confident. Reviewing your own work positions you to be better prepared for the upcoming discussion with your supervisor. There may be fewer surprises that could catch you off guard.
2. Give your manager important information. Events from earlier in the year are easily forgotten in a busy workplace, and your manager may not be familiar with all the details of your tasks. Your input is essential.
3. Track your progress. You can learn a lot from how others see you, but it's also important to take your own measure. Rate how you're doing on the elements of your job that are most meaningful for you.
4. Clarify goals. Remember that one purpose of an evaluation is to help you do your job well in the year ahead. Review your current goals and adjust them as needed.
5. Strengthen your career prospects. Listing your accomplishments helps you make the case for taking on more responsibilities or getting a promotion. It may also prompt you to explore other openings.

Strategies for Making Your Assessment More Effective:

1. Relax first. It's natural to feel tense about being under review. Take a walk or play gentle music to put yourself in a positive frame of mind.
2. Make it an ongoing task. Jot down your major accomplishments each week. It's much easier than trying to remember them all twelve months later. Sticking to this routine will also make it evident that you're diligent all year.
3. Put it in writing. Even if your employer lacks any requirements for a self-evaluation, you're better off volunteering to do one. Offer your supervisor a list of the items you feel are important.
4. Quantify your contributions. Speak in concrete terms about how you've increased revenues and reduced costs. Find ways to really measure your impact on the company. It's possible for any position, whether you work in sales or accounting.
5. Document your successes. Bring along proof to back up your statements. Save flattering emails from clients and colleagues. Take before and after pictures of the work areas you reorganized or the brochures you designed.
6. Propose solutions for weaknesses. Of course, it's important to address the whole picture. For every area where you aren't as strong, lay out your plans for boosting your skills.
7. Ask for additional resources. This is the time to request the support you need. Explain why a certain seminar or subscription would be worth the investment.
8. Hand your materials in early. Prepare your evaluation well in advance of meeting with your supervisor for your formal review. It will give them more time to process your input. Managers often consult a variety of sources in order to write employee evaluations, so they may need a chance to reconcile different viewpoints and explore new information.
9. Listen with an open mind. Reviews are most productive when they're conducted as an open and respectful dialogue. Being receptive to what your manager has to say will help you to grow as an employee and an individual. Feedback from others is vital and instructive.

Look at your annual performance evaluation as an opportunity to learn more about yourself and advance your career. Your employee self-assessment lets you shine a spotlight on your achievements and propose solutions for areas where you want to do better.





The Secret to Pursuing Your Own Vision of Career Success



BY CHELLIE PHILLIPS

Having a rewarding career depends upon pursuing your own vision of professional success. Otherwise, you're likely to spend your days trying to live up to the expectations of others or mindlessly drifting from one job to the next.

Of course, success itself means different things to different people. For some, it's a matter of earning more money and climbing the corporate ladder. For others, it's more about stretching their skills and contributing to society.

Make your work life more satisfying and build accomplishments that you can be proud of. Use this checklist to plan your future and put your plans into action.

Planning for Career Success:

1. **Identify your strengths.** Think about your talents and how you can apply them. Do you like working with numbers or do you have a passion for design? Browse online for aptitude tests that will suggest careers that suit your personality.
2. **Set specific goals.** Create objectives that will motivate you and allow you to evaluate your progress. Give yourself realistic short- and long term targets that are challenging but feasible.
3. **Address obstacles.** You may find that you need some additional resources to complete your goals. Figure out what's holding you back and how you'll overcome it.
4. **Consider your brand.** What makes you unique? Understanding your personal brand will help you to market yourself. You'll know what you stand for and the audience that you're trying to reach.
5. **Think ahead.** Career planning is an ongoing process that requires more than keeping your resume updated. Review your job status regularly to decide if it's time to make a change.
6. **Write it down.** Put your career plan down on paper. You'll be more likely to keep your strategy in mind instead of letting it get buried under daily events.

Implementing Your Career Plan:

1. **Manage your time.** Block out space in your calendar for activities essential to your goals. You may need to cut down on distractions like watching TV or shopping online.
2. **Maximize your network.** Build a strong network where you can share practical and moral support. Ask others for help when you need it. Be generous with sharing information and referrals.
3. **Learn from others.** Benefit from the experience of others. Find a mentor or shadow a star employee at your company.
4. **Build your qualifications.** Seek opportunities for education and training. Take certification courses online and check out the adult education catalog at your nearest community college.

5. Increase your visibility. Promote yourself by volunteering for committees at the local chapter of your professional association. Write articles for your company website or publish your own industry blog.

6. Negotiate compensation. Research current salary data when you're exploring a new line of work or expecting a job offer. Talk with your employer about fringe benefit that are important to you, such as childcare or flexible hours.

7. Take risks. If you want to excel at work, you'll need to move beyond your comfort zone. Focus on gradual growth you can sustain, and the small victories will add up. Deliver a presentation at a staff meeting to prepare for addressing the crowd at your annual convention.

8. Stay positive. Your professional career may last 50 years or more, so a cheerful attitude will help you to persevere. Look on the bright side of difficult situations and learn how to laugh at yourself.

Create a career that enables you to do what you love and achieve balance in your personal and professional life. Start planning today so you can make decisions based on your values and goals.



Successfully Ever After

a 30 Day Personal Branding Transformation

Imagine having a personal career branding coach with over 20 years of experience, working along side you, helping create a personal digital brand that gets you noticed and lands you in the interview seat of your dream job.

In just 30 days I'll help you identify your ideal career and market yourself in a way that lands you in the interview seat. There's no need to settle for a job you know isn't the perfect fit.



SIGN UP

Today!

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Fast Track Your Career with Personal Branding

In today's world, it's important to take your personal brand seriously if you want others to take you seriously. Try out these tips for understanding the importance of personal branding, defining your own personal brand, and marketing your brand for greater career success.

Understanding the Importance of Personal Branding

Your personal brand helps you to:

1. Prosper as a free agent. Your personal brand is your reputation. It's the way others see you. If you're like most people, you may be switching jobs and employers regularly. Your personal brand is an asset you can take with you wherever you go.
2. Chart your own direction. Your brand will help you to establish goals, priorities and action plans. Even while taking care of daily obligations, you'll have a bigger picture in mind.
3. Serve others. Self promotion can go too far, so it's easy to think that branding is somehow vain or self-absorbed. In reality, your personal brand shows the positive impact you can have on other people and the world around you.

Defining Your Own Personal Brand

These tips will help you create an outstanding personal brand:

1. Take an inventory. Take a good look at yourself. Write out your strengths and weaknesses. Identify your passions. Think about what you're good at and what you like to do.
2. Distinguish yourself from your colleagues. There are plenty of talented and dependable people in every field. Pinpoint your unique selling point. Maybe you're a gas station owner who maintains the cleanest bathrooms in town.

3. Talk about benefits. Let your target audience know what you can do for them. Explain how you can boost profits by increasing sales or saving money.
4. Summarize your mission in 10 seconds or less. Be prepared to capture people's attention quickly. Let them know what you do in 15 words or less. You can tell you're on the right track when they ask for more details.
5. Stay updated. Review your personal mission statement every six months. Make new action plans so you're always getting closer to your goals.

Marketing Your Personal Brand

Use these strategies to expand your reach:

1. Increase your visibility. Post fresh content on your website or blog regularly. Stay active in social media. Look for opportunities to teach classes, give presentations, or write articles in your field.
2. Build buzz. Collect samples of positive feedback you get in the workplace. Assemble testimonials from happy clients and encourage them to make referrals. Word of mouth is often more effective and certainly cheaper than paid advertising.
3. Tell your success stories. Craft brief anecdotes about your accomplishments that showcase your skills and make you proud. Rehearse telling them so you sound natural.
4. Put together a dream team. It's difficult to go it alone. Cultivate your network. Help others to market their brand and they're more likely to do the same for you. Team up with complementary partners. Exchange services like cooking meals for a friend who cuts your hair.

Take charge of your personal brand to achieve more career success and guide your life in a direction that is meaningful for you.



Which Career is Best For You?

Most people undergo a career change or two over their lifetime. Finding the right career for you can help to make your working years more pleasant and rewarding. If you're going to spend 40+ hours each week doing something, it would be nice if you enjoyed it.

You might think that all jobs are for the birds. However, the path to freedom requires a source of income. Find one that pleases you.

Choose a career that meets your needs:

1. How much money would you like to make?

If you're deadset on making \$150,000 or more each year, becoming a high school math teacher doesn't make much sense. There are plenty of websites with salary data. Use them and ensure you're playing in the right ball park.

2. What else do you need?

- What type of working hours fit your family and lifestyle?
- Do you have small children?
- Does your partner work and how much?
- Do you need a job that's low-stress or do you prefer a career with more drama?
- What are your long-term career plans? Do you want to rise to the top, or are you content to stay in the same job for the next couple of decades?

3. What do you naturally like?

- Are you a fan of science?
- Do you like working with people?
- Do you like to sell?
- Would you rather sit in front of a computer all day by yourself?

A job that fits your natural likes and inclinations makes sense

4. What do you naturally dislike?

Avoid choosing a particular career just because it pays well or allows you to take the summers off. No amount of money or vacation time is worth doing something you can't stand.

5. What were your dreams as a child? Think about what you wanted to be when you were young. It's likely your ideal career is something related to those earlier dreams. Most people have exciting dreams as a child, yet end up working in an office environment they find unenjoyable. Return to your childhood and see what you find.

6. Consider previous positions you've held. Just as previous partners can provide clues to what you might want in a future partner, your past jobs can be hints toward the type of career you want or don't want.

7. Consider alternate solutions in an industry you love. If you're 60 and dream of going to medical school, it's probably too late to get started now. However, you can find something just as good! Medical school might be out of reach, but another position may offer similar benefits to you as being a doctor.

For example:

- Help people. There are plenty of other careers that provide the opportunity to help people.
 - High salary. Many careers pay better than a doctor, especially after eight years of hard effort.
 - Respectability. Lots of careers are admirable.
 - Challenge. Start a charity. Write a bestseller. Work with inner city children. Start a successful business.
- There are many other challenging careers.

If your career choice isn't feasible, ask yourself why you wanted that career and find a substitute that meets those needs.

Choosing the best career is important. You'll spend many of your waking hours at work, so ensure that you're getting the most out of it. Life is long and hard when you hate your job.

Finding the right career can be a daunting task, but it can be accomplished. Take the time to put your career on a path that you'll find enjoyable and rewarding.

Ready to start your next career search?



WWW.CHELLIEPHILLIPS.COM/PRIMED



14 Microchanges Guaranteed to Advance Your Career

Is there some way to advance your career that's faster than completing an MBA, and easier than rescuing your company from a hostile takeover bid? The truth is there are plenty of microchanges that can have a macro effect on increasing your value as an employee.

If you want a raise or just more job satisfaction, try these simple tips for taking your work performance to the next level. They'll pay off quickly.

Online Microchanges for Greater Career Success

The internet makes it easy to gain knowledge and promote your visibility. Take advantage of virtual opportunities to climb the career ladder.

1. Edit your LinkedIn profile. When's the last time you updated your LinkedIn profile? Let colleagues see your most recent accomplishments. Research the most effective keywords that will make you stand out.

2. Manage your network. Organize your contacts so you can follow up with the interesting graphic designer you met on the jogging trail. Whatever software you use, a successful system will help you to stay in touch and grow your network.

3. Support others. Networking is more effective and rewarding when you focus on giving to others. Take a second to retweet someone's message or recommend a former intern on LinkedIn.

4. Follow industry news. Impress others with your knowledge. Spend a few minutes between meetings scanning the top business blogs in your industry.

5. Collect time saving apps. Use technology to increase your productivity. Find a program that will remember your passwords or play phone tag for you.

6. Monitor your time. On the other hand, it's easy to lose track of time when you're browsing online. Set limits on your YouTube sessions if you find yourself becoming distracted.

Offline Microchanges for Greater Career Success

1. Demonstrate initiative. Identify what your boss considers to be the top business priorities so you know where to devote your efforts. Find a way to contribute that goes above and beyond your job description.

2. Volunteer your assistance. Make allies by being helpful and generous. Pitch in when your office mate is facing a tight deadline.

3. Speak up. Participating in meetings and business discussions will grow your confidence as they bring you extra approval.

4. Radiate enthusiasm. Your boss will trust and value you more if you show that you're invested in your career. Think about how your efforts contribute to the success of the company.

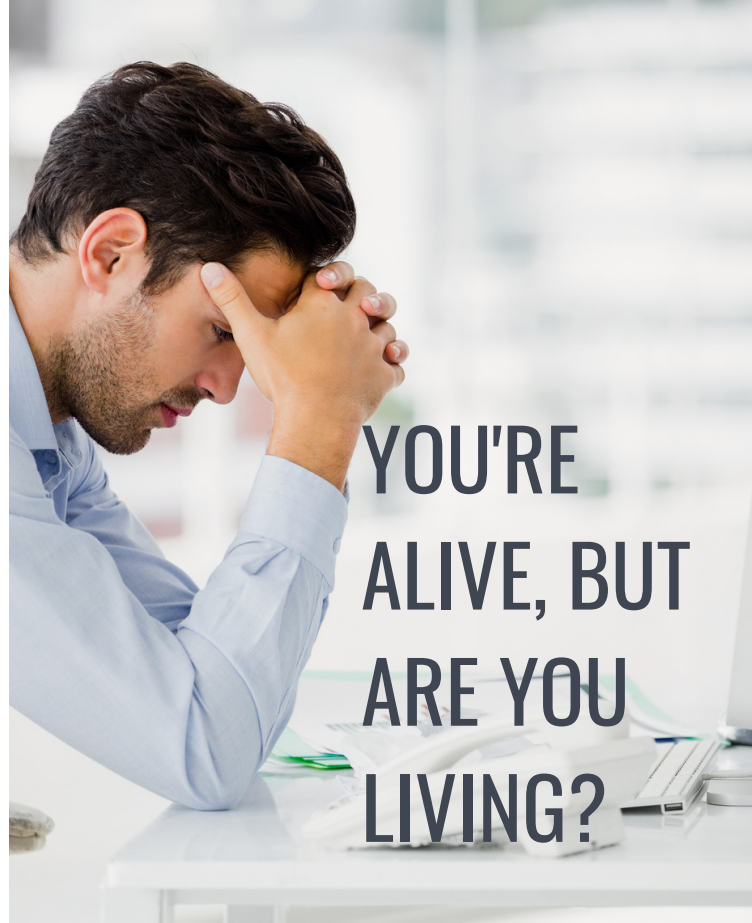
5. Express gratitude. Let your colleagues know how much you appreciate them. Offer sincere praise and share credit for team projects. They'll be more likely to return the favor.

6. Dress sharp. Appearances count. Pay attention to the office culture so you can choose an appropriate wardrobe even if there's no formal dress code. One good rule of thumb is to start dressing like the position you want to hold in the future.

7. Join a professional association. Membership has its benefits, including networking and educational opportunities. Your employer may be willing to cover all or part of the cost.

8. Use your vacation days. According to the Harvard Business Review, employees who take all of their vacation time have a 6.5% higher chance of receiving a promotion or a raise than their peers who are stockpiling their time off. Now, that's a fun way to succeed in business.

The average fulltime work week in the United States is already 47 hours long. Wouldn't you like to have a strategy for impressing your boss that doesn't involve putting in a lot of extra hours? These microchanges will help you do a great job and maintain balance in your life.



YOU'RE
ALIVE, BUT
ARE YOU
LIVING?

DO YOU FEEL
TRAPPED? KNOW
YOUR JOB ISN'T
RIGHT FOR YOU
ANYMORE?

LAUNCHING A NEW
CAREER IS DOABLE
WITH THE RIGHT
APPROACH.

If it's been more than a couple of years since you actively pursued a career change, you need to know the new rules to the game. Put the power of a career branding coach to work for you. Join PATHWAY TO PROMOTION Membership and learn the strategies you need to plan a successful career change and land a new job that utilizes your passions and talents.

www.chelliephillips.com/promotion

A man with short brown hair and black-rimmed glasses is looking directly at the camera with a slight smile. He is wearing a blue and white plaid button-down shirt over a blue t-shirt. A blue stethoscope is draped around his neck. He is holding a silver, twin-bell alarm clock in front of his chest. The clock's face is white with black numbers and hands. The background is a blurred office or library setting with bookshelves. The word "AFFIRMATIONS" is written in large, bold, orange capital letters across the middle of the image, partially overlapping the man and the clock.

AFFIRMATIONS

Affirmations have helped thousands of people make significant changes in their lives. An affirmation can work because it has the ability to program your mind into believing the stated concept. Each quarter, you'll find an affirmation designed to help you on your career journey. You'll even find questions for deeper thought.

Deadlines Push Me To Be More Efficient

Working against a deadline helps me to buckle down and move quickly. It allows me to concentrate on what is important. I give the task at hand my undivided attention when I am tied to a timeline.

My work responsibilities keep me on my toes because my employer sets targets. I use those targets to prioritize and give due attention to tasks.

Although the pressure is intense at times, I am able to feed off it. Having that adrenaline rush takes the worry and fear out of my mind. I keep my eyes on the finish line and my mind on the matter at hand.

There is much more time to do other things when I stick to a schedule. The hours in the day seem much longer when I focus and produce. It encourages me to avoid procrastination.

My stress level is also much lower when I act with purpose and efficiency. Challenging situations are easier to handle when I am stress-free.

Today, I choose to set imaginary deadlines for myself when I have important things to do. My approach to productivity is to tie myself to a reasonable timeframe for completion. My strategy greatly contributes to my efficiency.

Self-Reflection Questions:

- 1. How often do I miss deadlines that I set for myself?**
- 2. What can I do to correct a situation after missing a predefined deadline?**
- 3. When is it unreasonable to set timelines for myself?**



Pathway to Promotion

Inside each issue, you'll find an exercise designed to put you on the path to promotion.

Write Your Elevator Pitch

Imagine you had 60 seconds to convince someone they should hire you. What would you say? How would you catch their attention? What would make you memorable?

Think of it as your commercial. You are in fact selling you - your skills and abilities. How do you keep someone from tuning out and changing the channel before the first 30 seconds are up?

Start by writing everything you think someone should know about you and your skills down on paper. There's no need to hold back. Get it all out. What skills do you have? What do you bring to the table? What makes you unique?

Then image you had to pick the most important pieces out and it has to fit on a sticky note. GASP! I know. I heard you through the computer....not really, but I know you just freaked out a little. Think about what someone absolutely needs to know - what can you do? why does it matter? how do you do it differently?

Think about anecdotes that add some "flavor" to your message and make it more story-like. Keep it simple and avoid jargon. Now write it out and keep it where you see it and learn it. Speak it out loud, so you get used to saying it.

You never know when the next opportunity will come!

Growing up, we're all taught we have to work hard to be successful, so we assume the work has to feel hard. I'm here to tell you it doesn't have to be that way. When you identify the activities you enjoy and are good at, you can build a meaningful career around those things.



Chellie Phillips
CAREER BRANDING OFFICER



Should You Share Your Goals Publicly?

You're probably familiar with the idea of sharing your goals publicly. You announce to the world that you're going to lose 20 pounds, learn Mandarin, or take a trip to Tahiti over next Christmas.

It's common advice, but is it good advice? Opinions vary on the subject. As with most things, it depends on the person.

Pros of Sharing Your Goals

Sharing your goals publicly has several advantages:

- **It makes you more accountable.** The most compelling argument for sharing your goals is being held accountable by your peers. It's a little easier to let yourself down than it is to face public ridicule. Most of us are concerned with how we appear to others, so sharing your goals can add extra incentive to accomplish them.
- **It makes your goals real.** Most of us keep our goals inside, which keeps them less tangible. Once you put them out there for the whole world to see, your goals are transformed from a mere thought to something real.
- **It keeps you focused.** The fear of failing publicly has a way of focusing your attention. If you routinely have trouble focusing, sharing your goals could prove to be helpful.
- **You stay motivated.** Your motivation is likely to stay higher when you share your goals. Sustained motivation is a challenge for most people.

There's no doubt that goal-sharing looks good paper and has several advantages. Peer pressure can be a powerful thing. Who doesn't want to look successful in front of the gang?



Cons of Sharing Your Goals

On the other hand, sharing your goals might be detrimental to your success.

See how:

1. **Does sharing make you more preoccupied with what others think?** A fully developed, emotionally healthy person isn't too concerned with the opinions of others. If you find yourself preoccupied with what other people think, that might be something you want to address.
2. **Others are likely to sabotage you.** While there are a few people that truly have your best interests at heart, many do not. Some of these people might even be among your closest friends and family members. Many people want you to do well, just not better than they're doing. When you share big goals and are successful, you force others to look at themselves. People feel the need to justify their own shortcomings, which is uncomfortable. It's easier to discourage you than to explain why they're not as successful as you're trying to be. This discouragement can seem harmless, but it isn't. A simple statement like, "Are you sure you want to run a marathon? Don't you have bad feet? I'd rather spend the time with my children instead of spending it running," can really take the wind out of your sails.

Announcing your goals can clearly have negative consequences, too. It can depend on the people you have in your social circle. It also depends on your basic nature. Are you easily discouraged? While many self-help gurus are in favor of sharing your goals, science disagrees.

Several studies have shown that sharing your goals publicly makes you less likely to accomplish them. The praise you receive for announcing your goals can actually sap your motivation to continue. So, should you share your goals publicly or keep them to yourself? It depends on you. Try it both ways and see which way supports you more effectively.

Make 2021 the year!

JOIN TODAY AND FIND
THE SKILLS AND
TACTICS YOU NEED TO
LEVEL UP IN YOUR
CAREER.

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Are you ready for 2021?



January is one of the best months for job searching because employers are typically hiring to fill many open positions. The average will change jobs 10-15 times in their career, so there is no reason to stay in a position that is not a good fit. However, before you make that move, you should take the time to evaluate your career goals and determine the right career path for you.

Evaluating your career goals is an active process that takes some time. Our FREE Career Planner is designed to help you evaluate your career goals and make a plan to achieve them.

Inside, you'll be guided through several steps including:

Review your experience and skills: Make note of all past job or volunteer activities you enjoyed or found rewarding. Make a list of the skills you would like to use in a new position.

Reach out to your network: Use your network of co-workers, friends and family and ask for advice or tips related to your goals. Networking can positively impact your career path.

Consider additional education or training: If you find that your career goals require more education or training, take that next step to find out more. There are so many free online classes that are a great option to help you gain knowledge. Volunteering can also help build your skills.

Using the Career Planner is also a great way to prepare for your annual review as well. You'll be prepared with a list of accomplishments and goals as well as have uncovered any roadblocks before you arrive at the meeting with your supervisor.

Evaluating your career goals is vital part in career success. Having a clear picture of where you are going and what you need to achieve it, will put you on the path to promotion.

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COME FROM OUR
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