

If you are an attractive, hard working man without a girlfriend and a great job, I am 99% certain that I have had it with you. I am sick and tired of hearing your excuses about women:

- ...how hard it is to find a woman these days
- ...how women don't know what they want
- ...how all women are confused.
- ...how you have dated 8 crazy, messed up chicks and how badly they hurt you.
- ...how women play games all the time.
- ...how women are so hard to approach.

In a close second, I am sick and tired of listening to you bitch about your job:

- ...how much it sucks.
- ...how little passion you have for it.
- ...how you are giving 30% of what you are truly capable of at work.
- ...how you waste time at the office trying to look busy.
- ...how you try to impress others all the time without actually doing any work.
- ...how you would definitely pursue something else if time and money weren't a factor.
- ...how you dread getting out of bed in the morning to commute to a place you hate to answer endless e-mail and attend pointless, unimportant meetings for a boss that doesn't give a fuck about you.

Do you get that I am sick of you yet?

Well, I am. But I saved the best for last. Above all, I am sick of hearing you say that not having a girlfriend or a great job is someone else's fault.

**It's not. It's your fault.**

However, there is hope – which is why you're reading this. I know what you need to do about it.

First, it is possible to be in a committed relationship with a beautiful woman who is your best friend and biggest fan. I should know - I found my dream girl and married her in 2007. However, before that, I made every conceivable mistake in my dating relationships. What was I doing wrong? I was thinking like a complete moron.

Second, doing work that you love, with the lifestyle you want, while getting handsomely paid is definitely possible. Once again, I should know - I left a cushy corporate job (where I was making 6 figures) to start my own business from home

doing work that helps people and energizes me to no end. Although I am not back to 6 figures yet, I plan to be there in 6 months.

Sounds like a pipe dream? It's not. If you read and implement these 8 steps you will be on your way to finding (and keeping) a girlfriend and a great job. Let's get started.

## **Step 1 - Know What You Want**

JOB

The best way to get stuck in a sucky job is to not know what you want. It's easy to get sidetracked when this crap is going on in your head: 'I just want a job - I'm not picky.... just something to pay the bills.' Here's a clue: **EVERY JOB DOES THIS!** Without defining what you are looking for, you will be paralyzed or follow any bunny trail that pops up.

How?

Create your own detailed description of the work you want to be doing, the customers you want to be serving, the co-workers you want to be working with, the type of company you see yourself in. You should have a vivid picture of what you want in a job and company. Otherwise, someone else will fit you into theirs.

Still stuck? Try this:

1. What problem in YOUR world do you want to help THEM solve? (POSSIBLE PROBLEM: A Personal Trainer at your gym struggles to find a way to get his message out to the world and market his business to potential new customers.)
2. In what way do YOU want to help THEM solve this problem? (SOLUTION: You probably know more about Social Media than this Personal Trainer. So, use this knowledge to help the Personal Trainer put a Social Media plan in place to engage with potential customers and spread his unique message.)

GIRLFRIEND

It's easy to settle or be captivated by how a woman looks if you haven't spent time defining what you are looking for. Not just the outside - the inside, too.

How?

Answer these questions:

- Who is she?
- What does she look and sound like?
- What is she passionate about?
- What is most important to her?
- Where is she going in her life?

The idea here is to have a detailed description of how she looks, sounds, thinks, and acts – the clearer the better. You and I both know that there are no perfect women out there – a supermodel with a heart of gold who wants to stay at home to cook and clean only exists in your dreams. The point is that you probably know quite clearly what you like in a woman on the outside. However, what is going on in the inside is far more important so get clear about that, too.

## **Step 2 - Prepare Your Unique Selling Proposition and Value Statement (NOT a Cover Letter and Resume)**

JOB

The traditional way to 'find' a job (scan job postings, send a resume, interview) is a joke. You should want to join a company to add value to it - not fill the spot of someone that has moved up, on, or died. Here is Job Hunting 2.0 in a nutshell: Create your own damn job!

How?

Go into a company and tell them you have some ideas on how to improve their business and that you are the person to implement them. AND that you will work without pay (yes, I said FREE) for 2 weeks to show that you're not all talk.

For more information on this idea, including a free E-Book check out Charlie Hoehn's website:

<http://charliehoehn.com/2009/07/14/announcing-my-first-e-book/>

GIRLFRIEND

If a woman were to ask you what makes you unique from the thousands of other guys drooling all over her and what 'value' you offer her, what would be your answer? Most men have no idea. Chances are she won't ask - however, you still need to know the answer.

How?

Take an inventory of yourself:

- What's your story?
- What have been your greatest successes?
- What have been your greatest failures?
- What personality qualities combine to make you stand out? (ie. are you witty and also intelligent?)

### **Step 3 - Creatively Contact Potential Employers**

JOB

Find unique ways to contact the decision makers within a company. Don't use traditional means - answering a job posting will not help you stand out. It's the way your communication is packaged that makes you different from the masses.

Put yourself in the position of a company you want to work for – do you think anyone working there truly has the time or desire to see how exceptionally different your cover letter and resume is from the hundred other responses? Unless you're a regular lottery winner (ie. extremely lucky), your chances are slim.

How?

You need a personal Blog site – stop putting this off and take 15 minutes to set one up.

Create a personal Blog that is well designed, shows creativity, and has compelling content and a clear audience. Make it unique - like a living resume that shows potential employers what you're thinking about and how you communicate. Also, if you post something every day, it shows that you are consistent, disciplined, and not willing to start something and stop it a short time later like 99% of the world. As well, what better way to show a potential employer that you know how to move and influence people than a strong reader/subscriber base?

GIRLFRIEND

Approaching a woman at a bar (or other high frequency pick-up spot) and trying to 'Wow' her in 30 seconds with a corny line may work out if you're lucky (see 'regular lottery winner' above.) But why would you put yourself through that kind of ordeal? You are trying to sell yourself too quickly in an environment where she is used to being hit on and shutting guys down. On top of that, you put her in the Driver Seat by hoping that she approves of you after a 30 second pitch – this is ridiculous. Don't give her the ability to Simon Cowell your ass for a bad performance.

How?

Instead, I prefer a much different, more personalized approach. Do some research - what is she into? What is her favourite hobby? Then, send her an e-mail with an article, resource, or idea about this hobby with no mention of going out on a date. It shows that you pay attention, have a good heart, and are not trying to ask her out too soon.

#### **Step 4 - Prepare for the Interview**

JOB

Being mentally, physically, and emotionally put together is important - no one wants to hire a loser that needs help more than a job. To me, this means that you spend time getting better each day - whether that's by learning new things, meeting new people, or pushing your body in new ways. And above all, you really look alive: like you are having fun, interested in others, and someone that is enjoyable to spend time with.

Above all, this 'aliveness' remains whether you get the job or not. In other words, if the interview does not go well and the company does not approve or like you, here's what you say: 'BIG FREAKING DEAL.'

How?

Every Day: Be someone that commits to daily learning – read books, go to museums, listen to Podcasts, watch documentaries. Have opinions, passions, and convictions. Be someone that I could sit next to on a plane for 3 hours without want to kill myself.

Interview day: Get enough sleep, get a nice haircut, wear an attractive outfit, shine your shoes, and make sure you have read or listened to something funny and positive immediately before walking into the office.

GIRLFRIEND

A first date is like a heavyweight boxing title fight. If you've been lax in your roadwork and pre-fight conditioning, it will show when you get in the ring.

How?

Every Day: See above.

Date Day: Go into the first date with this attitude: 'I am going to think my best, look my best, and be positive about life. If, for whatever reason, this woman does not approve or like me: 'BIG FREAKING DEAL.'

#### **Step 5 - Follow-Up Immediately and Then at Regular Intervals over the next 2 weeks**

JOB

If you've created a favourable impression, the interviewer has a 'good feeling' about you. As soon as you leave, that feeling starts to evaporate like a slow leak in a car tire. It's important that the positive impression you created stay fresh in the mind of the person that met with you.

How?

If an interview goes well, send a thank you e-mail the same day. It shows sincerity and also that you are proactive in thanking someone immediately for their precious time.

Then, find ways to stay in touch over the next 2 weeks, the typical amount of time needed to interview other candidates - maybe you send a greeting card, a relevant article, or some juicy competitive intelligence. Even better, why not send them the name of a potential customer or contact from your own network to show that you are already acting like you are on the payroll before being officially hired.

GIRLFRIEND

You had a great first date - awesome. Now, the clock is ticking. Your enemy is the sands in the hourglass. The longer you go without contacting her, the more possible it is that her memory of the date starts to fade or another potential suitor takes his shot.

How?

Don't play games - if it was a good date, send her an e-mail or text message indicating how much fun you had. Compliment her on the way she looked, something she talked about, or a funny joke she made. As well, take leadership of the next step: set-up another time to talk on the phone or date. Don't expect her to do this. It's your job so step up.

### **Step 6 - Choose Wisely and Most Importantly: Promptly**

JOB

This is easy: if you only have 1 job offer but the job is not right for you, pass on it.

If you have multiple offers (lucky you), sit down with a friend and present to him/her all of the major positives and negatives of each job. Then, just pick the one with the highest positive to negative ratio. Don't make this the end of the world or a 'do or die' choice - just pick one.

How?

Again, just pick the best one without analyzing it to death.

GIRLFRIEND

Lack of options makes someone prone to settling for less than best. Don't fall into this trap as sooner or later, you will have to end the relationship. The longer you wait, the more painful it will be.

With multiple options (lucky you), weigh the positives and negatives and go with one.

How?

See above - same deal.

### **Step 7 - 'WOW' Your Company When You First Start**

JOB

Okay, great... you received the job offer and decided to take it. Cool. The first 3 months in any job are usually called 'probationary.' To me, this is just another way of saying that this time is crucial to set the right tone and create a good impression.

How?

*Listen, Don't Talk* - talking will be a defence mechanism or something you might feel you need to do to prove your value - don't - shut the heck up.

*Be Proactive* - make a contribution right away. Don't wait to stand out. Having fresh eyes and very little training is an asset at this time especially if the company you join can't see the forest (archaic or outdated policies and procedures) from the trees.

*Be Patient* – relationship depth and job competency takes time. Just keep showing up.

GIRLFRIEND

Be proactively patient. Look for opportunities to engage but don't go overboard - relationship development takes time. Knowing when to talk or take action vs. sitting back and listening is a key skill.

How?

More information on Proactive Patience here:

<http://andrewparkes.me/2009/08/26/single-super-man-proactive-and-patient/>

### **Step 8 - Never, Ever Take Your Job for Granted and Know When to Quit**

JOB

A new job is awesome because everything is so fresh and so clean. However, it's easy to complain and get flippant about a job as it becomes more and more familiar. Never let yourself slide into the familiarity trap.

How?

*Give More than You're 'Paid' For Always*

If your work becomes 'transactional' (ie. you work as long and as hard as you are paid for – no more), quickly you will either start complaining or daydreaming about a new job. How does this happen? By showing up expecting to 'Get' day after day instead of being willing to consistently 'Give.'

*Know What Your 'Customer' Most Wants and Keep Providing It*

Everyone has a customer - even if you are not in Sales or Customer Service. What does your customer most want from you? If you are in Sales, it would be to make more Sales. If you are in Operations, it would be to create more efficient Operations. Sounds simple but it is very hard to do.

Most Salespeople I know are very good at getting to their e-mail but not as good at making Sales. There's no prize for 'Fastest E-Mail Responder' but there usually is for 'Highest Grossing Salesperson.'

*Keep Your Eyes and Ears Open for New Ideas*

Always look for new challenges and projects, newer and better ways to add value. Don't let your job description, office politics, or someone's poor advice deter you. The CEO of your company will (or should) not give a flying f what position you are in if your idea brings in more revenue \$, cuts expenses, or helps retain customers.

### *Know When to Quit*

This is so important. If you can't think of any or don't want to pursue new challenges, opportunities, or projects, it's time to move on. Or, if you aren't receiving a good response from management for going after new ideas, it's also time to move on.

### GIRLFRIEND

If you take a woman for granted, she (and everyone else including me) can tell. It shows up when you are too busy for her, never pay her a compliment, never do or plan anything special for her, or seem more interested in looking and talking to other women. Thinking that she will always be there for you so you don't have to do any work to keep her is selfish and a recipe for a major blow-up.

How?

Simple: Love Her

Don't keep score with a woman or go a day without doing or saying something nice for her. Just work at loving and caring for her in the same way you did when your relationship was new. Meet her needs, whether they are for affection, affirmation, time, or gifts. If you do this, your woman will give you what you need: respect. She will be your biggest fan and greatest supporter.

### *Know When to Quit*

If you are showing love to your girlfriend consistently, over and over again without any reciprocation, it's time to quit the relationship. Don't prolong the inevitable - just do it.

### **Final Thought - It's Up to You: Just Reading this is Bullshit**

If you've read this entire report, congratulations - it's rare to meet someone that can commit themselves to follow through all the way to the end. If you read this entire report and actually do a few things that I suggest, I want to shake your hand. That is rarer still - your breed of man has been an endangered species for decades. If you read this, do what I suggest, and from that find a girlfriend and an awesome job, PLEASE let me know. I want to hang out with you - you sound like my kind of dude.

Bottom line - the reading part is easy - the actual doing part is hard. This is why we need to talk. I Coach people (mainly men because we seem to need the most help) over the phone on how to make big changes in their lives - including finding a relationship and a great job – changes that can't seem to make happen on their own.

Get this: reaching out to another person for help and support is not weakness - no one is meant to go through life on their own. We all need someone to listen, encourage, and kick our ass from time to time. I have a Coach and it has been the best investment in myself I have ever made.

Let's talk - I have one question to ask you that may quite possibly turn your whole life around. Best of all, it's free.

Contact me today:

(604) 682-4129 / [andrew@successquestions.ca](mailto:andrew@successquestions.ca)

*Acknowledgement: I need to mention two amazing men for inspiring the ideas I used to put this Report together:*

- *The illustrious and uber talented **Scott Young** (who one day will be the Prime Minister of Canada or something even bigger)*
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