

## Finding Success in a Job that Feeds Your Passion

***New book offers innovative, business-based tools and a step-by-step approach to making your dream career a reality.***

Half of all US employees are dissatisfied with their jobs. If you aren't working in the right job or business, one that truly inspires you, take heart.

A highly original new book by renowned economist and business strategist **VAUGHAN EVANS** shows people who are uncertain if they're in the right job how to improve their prospects where they are, or switch to a job or business where their passion lies. Moreover, his systematic approach to finding and landing a dream job is just as effective for the 1 in 10 people who are currently unemployed.

In ***Backing U! A Business-Oriented Guide to Backing Your Passion and Achieving Career Success*** (Business and Careers Press, 2009), Evans introduces a step-by-step process and personal toolkit that help you determine your prospects for success in your current work and then boost those prospects, or locate and land a new job that sits at the intersection of your passion, your capabilities, and favorable market conditions.

The Backing U! approach is based on strategies developed by Evans over the years to help prospective investors determine the success potential—or *backability*—of small businesses. It treats you, the individual, as a business, whether you're employed, self-employed, or unemployed, so you can assess your own backability.

The three parts of the Backing U! process are:

### **Part I. How to assess your backability.**

Learn to research and evaluate your markets, your competition, your "Key Kapability" (K2) rating, the achievability of your plans, and the risks and opportunities around those plans—so you can know whether you're in the right job.

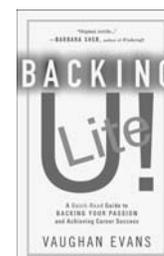
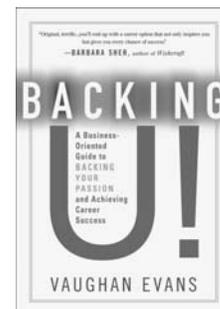
### **Part II. How to become more backable in your current job.**

If you're in the right job or field, learn how to develop a winning strategy to achieve greater success in that field, or even start your own business.

### **Part III. How to find and land your ideal job.**

If you're *not* in the right job, learn how to identify jobs that not only inspire and motivate you, but where you could well be backable and thus more likely to succeed.

—MORE—



### **Job Satisfaction Leads to Job Security**

If you are seriously dissatisfied in your job or business, it's going to affect your attitude. And that may show up in your performance. Are you at risk of losing out to others who really *love* what they do?

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Evans brings his novel and fresh approach to life by featuring four interesting fictional characters—two employed, two self-employed—who work their way through the exercises in each chapter, making the Backing U! analysis both realistic and memorable for readers.

Backing U! includes innovative tools, such as the *Suns & Clouds* chart, a way to visually map the balance between risks and opportunities in your career; and the *Hwyl Star* chart, a visual portrayal of the dream job where you'll be most backable. Evans also provides blank charts readers can fill out as they work through the book.

For readers who just want the Backing U! concepts without the charts and the detail, Evans offers a slimmed-down, pocket-size version, *Backing U! Lite*. It contains four new lively case studies and draws on celebrity examples to further illustrate the approach.

The tools work whether you're a skilled laborer or an investment banker, a local government official or an actress, a paramedic or a salesperson. They help you decide if you should back yourself in your current job or business—or switch to another. If you're not completely satisfied in your current job, *Backing U!* can help you find one you'll be eager to wake up to each day.

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### **BACKING U!**

#### **A Business-Oriented Guide to Backing Your Passion and Achieving Career Success**

Vaughan Evans

Business and Careers Press

ISBN: 978-0-9561391-0-8

\$24.95 US / \$29.95 CAN

7" x 10" Paper, 352 pages

### **BACKING U! LITE**

#### **A Quick-Read Guide to Backing Your Passion and Achieving Career Success**

Vaughan Evans

Business and Careers Press

ISBN: 978-09561391-1-5

\$14.95 US / \$17.95 CAN

5" x 8" Paper, 208 pages

If you were an investor, would you back you in your current job or business? Are your income prospects that reliable and promising over the next few years? Would you be more backable if you worked elsewhere—perhaps in work to which you felt passionately committed?

## About the Author

VAUGHAN EVANS is an economist, strategy consultant, sought-after speaker, and the author of ***Backing U! A Business-Oriented Guide to Backing Your Passion and Achieving Career Success*** (Business and Careers Press, 2009).

A graduate in economics from Cambridge University and an Alfred P. Sloan fellow with distinction of London Business School, Evans spent the first dozen years of his career as an economist working in idyllic lands such as the West Indies, Borneo, Java, Fiji, and Thailand.

Later on, he worked for a US-based investment bank and a US-based management and tech-consulting firm for many years before launching out on his own. He founded ***Vaughan Evans & Partners*** ([www.vaughanevansandpartners.com](http://www.vaughanevansandpartners.com)), a firm that specializes in helping clients manage strategic risk and opportunity in investment transactions.

For the last 35 years, Evans has advised clients on whether they should invest in businesses, large and small. The tools he developed for evaluating the “backability” of a business work as well on individuals as they do on companies. They are the basis for the Backing U! approach of assessing how backable you are currently, how you can make yourself more backable, or how you can switch to a job or business where you will be both fired with passion and backable.

Evans is a captivating and energetic speaker who gets audiences motivated and inspired as he helps them conceptualize what *could be* in their professional life—and shows them how to find and then follow their passion. He speaks to business audiences and conducts career seminars internationally.

Evans hails from West Wales, and works from his aerie overlooking Richmond Park in South-West London.



“*Backing U!* will start your career search with passion, then guide you step-by-step with rigorous screening tools Vaughan Evans developed during his extensive business experience. You’ll end up with a career option that not only inspires you but gives you every chance of success. This is a terrific, original addition to career guidance books.”

—Barbara Sher, author of *Wishcraft: How to Get What You Really Want and I Could Do Anything If I Only Knew What It Was*

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# Where to Find Jobs You're Passionate About

*Ideas to help you generate a wish list.*

Would you like to find a job that could fill you with *hwyl* (pronounced who-yl), the Celtic concept of passion, fervor, and spirit that can lift you to extremes of success? The first step is to find where your *hwyl* lies. Try brainstorming ideas with these steps.

## Start with people you know and admire.

Make three columns on a sheet of paper or on the computer. In column one, write down all the names of family, friends, and colleagues who have or have had jobs that inspire you. In the middle column, write down the type of work. In the third column, put 1–5 tick marks according to how passionate you feel about these jobs, where 1 = okay job, and 5 = truly inspired.

## Draw from members of common interest groups.

If you belong to a club, society, volunteer organization, or political group, for example, you can get additional ideas from your fellow group members. Have any of them done inspirational things, careerwise? Add their names and jobs to your chart.

## Consider people who have changed careers successfully.

Most people can name a handful of people they know who made a dramatic career change that worked out well. Add some of the most inspiring examples to your chart.

## Think of people you *don't* know.

Now, add some examples to your chart of people you don't know, but know of and who have had inspiring careers. These could be the subjects of newspaper or magazine articles, TV documentaries, or even characters in books and movies.

## Brainstorm with a good book.

If you're still having a hard time coming up with ideas about what kind of dream jobs might be out there for you, there are excellent books that may be of help. These include: *What Should I Do with My Life?* by Po Bronson; *I Could Do Anything if I Only Knew What It Was*, by Barbara Sher; *What Color Is Your Parachute?* by Richard Bolles; and *I Don't Know What I Want, but I Know It's Not This*, by Julie Jansen.



## How to Know Where the *Hwyl* Lies

You'll know when you've found a job with *hwyl*. Just thinking about it is exciting. It will make your thoughts race. It will wake you at five o'clock in the morning—and you won't want to go back to sleep. When you talk about this job to a friend, your voice will become faster, and you'll be more animated, and impassioned.

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# Are You Backable in Your Dream Job?

Try this “reality check” worksheet.

You’ve made a long list of potential careers and jobs that inspire you, and you’ve narrowed it down to a short list of those that you feel most passionate about. Here’s how to do a reality check so you can identify the job in which you’re most likely to succeed.

## Step 1: Rank Its Job Market Attractiveness.

How attractive are the markets for these jobs? For each of the jobs on your short list, research and record the following information:

- Number of people engaged in this job or business.
- Growth in jobs or businesses in the past several years.
- Competition for jobs or competition among businesses.
- Job market risk, compared with other jobs.

## Step 2: Assess Your Success Potential.

What’s your K2 (Key Capability) rating in each job? In other words, how well placed would you be? For each of the jobs on your short list, research and record the following information:

- Your relevant capabilities—how you would rate against the capabilities required for the job or business.
- Your experience—how you would rate against the experience needed to do the job or run the business. It’s okay to count any indirectly relevant experience gained in past jobs.

## Step 3: And the Winner Is...

Which job or business came through the reality screen as being roughly in the most attractive markets and with your highest K2 rating? If there’s no clear winner, which job or business came through very well in market attractiveness and reasonably well in K2 rating? Or vice versa—reasonably well in market attractiveness, and very well in K2 rating? The winner of this screening process is likely to be your most promising dream job. This is the dream job where you’re most backable: defined by market attractiveness, K2 rating, and its ability to inspire you and fill you with passion.



## How to Rank Job Market Attractiveness

- The more jobs available, the more attractive the market.
- The faster the growth in jobs, the more attractive the market.
- The more competitive, the less attractive the market.
- The more risky, the less attractive the market.

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# Pros and Cons of Starting Your Own Business

Are you thinking of becoming your own boss? Self-employment can be rewarding, but it's not easy. Consider these pros and cons.

## CONS

**It's not easy to win business.** Most newly self-employed people have no experience in branding themselves, selling and marketing products and services, and attracting customers.

**You have to do everything yourself.** You're both the CEO and the gofer. If you don't do it, it won't get done. Time allocation and task prioritizing can be a challenge.

**There's no security.** If you get sick, your business stops. When you take a vacation, you lose pay—and pay extra to do so! When the market's down, there are no guarantees you'll stay in business.

**Work blurs into home time.** Especially when you work from home, it's difficult to make the transition between office hours and home hours, work priorities and family needs.

**It can be lonely.** Self-employed people often say they feel isolated. The day-to-day camaraderie of the workplace is gone.

**It may not be very lucrative.** Self-employed people often earn less than employees. They have to pay for their own health insurance, for example, and their own supplies and equipment. And they may earn nothing during downtime.

## PROS

**You're your own boss.** No reporting, no asking for permission, no annual reviews. The freedom can be exhilarating.

**You'll grow your business.** When you work hard, you'll be benefiting you. Your business is *your* baby, worth sweating over.

**You can select your own free time.** Job flexibility is a plus for self-employed people—especially those who care for family members, and those who prefer working nontraditional hours.

**You'll see more of the family.** Few self-employed people have long commutes. You can be home when the kids get home from school, or can take time off when the family needs you.



## 3 Common Reasons to Become Self-Employed

- *To outsource yourself*—and provide the same services you're providing now, but as a self-employed contractor to your employer and others.
- *To compete for clients*—and win clients away from your current company so you can start servicing them directly on your own.
- *To seek a fresh start*—and set off for a new career that has little or nothing to do with your former job.

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## Six Tips for Effective Client Calls

Why are so many self-employed people shy about picking up the phone? Most dread calling up a client to ask how business is going and—hint—whether there’s any opportunity to be of help. Here are tips to make it easier.

- 1. Prepare your pitch.** Have your pitch written down, with the opening lines typed out, word for word, and the rest in bullet points.
- 2. Psych yourself up.** Clear your throat and get your voice warmed up. Look around your office at your achievements and give yourself a compliment. Say something silly or irreverent out loud to lighten your mood.
- 3. Stand up.** Your voice will carry so much more conviction, authority, and energy if you’re standing. Imagine going to the theatre and seeing all the actors delivering their lines sitting. You’d soon be yawning! The same is true for the phone. Don’t let your client nod off. Stand up!
- 4. Don’t waste her time.** Have something interesting, useful, or amusing to discuss with her—something she’ll remember once she hangs up. Give her tidbits about what’s happening in the market, for example, or what her competitors are up to. Don’t just call and ask if there’s any work for you.
- 5. Remind her of what you have in common.** Hopefully you have found something you and she have in common—live in the same part of town, brother went to the same school, worked for similar companies, kids the same age, etc. Try to tap into that commonality every time you speak to her. The personal touch is often remembered longer than the impersonal, no matter how articulate or informative the pitch.
- 6. Angle for a follow-up.** Try to steer for some follow-up action, enabling you to contact her again the next day or week. You may refer her to some interesting article during the conversation, and then email it to her later.



### Tips on Selling Yourself

- *Perfect your pitch.* Be clear and concise about what you offer and why it benefits your client.
- *Reinforce your message.* Don’t just call or email your client. Bump into her at a conference. Get quoted in a journal or newspaper she reads.
- *Get referrals and testimonials.* There’s no better business card than a happy client who is willing to make an introduction or sing your praises.

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# 12 Tips to Win Over Your Dream Employer

Let's say you've identified your dream job and now you're prepared to take the next step: quitting your current job and going on the hunt. Smart move? No! If you want to land that dream job, try these proven tips instead.

**Tip #1:** Don't quit your job until you have the next one lined up.

**Tip #2:** Don't wait for the employer to come to you. Go to the employer.

**Tip #3:** Wherever possible, start your cover letter with a referral.

**Tip #4:** Customize the cover letter for *that* job in *that* company.

**Tip #5:** Tailor your résumé for *that* job in *that* company.

**Tip #6:** Chase! If you don't hear from the company within two to three weeks, contact them.

**Tip #7:** When interviewing, be as well dressed as the best dressed person in the room.

**Tip #8:** Talk about why the company needs you. What really impresses an interviewer is when you know all about the company and what you can do for it.

**Tip #9:** Sit alert and upright. This enables you to perform best while seated.

**Tip #10:** Perform! It's not just what you say, it's how you say it. Your enthusiasm for this dream job has to come through.

**Tip #11:** If you need some practice, join Toastmasters International, an organization that will help you master communication skills.

**Tip #12:** Send a note. You enjoyed the meeting—write and let the interviewer know. Tell her you hope she enjoyed it too and found it useful.



## Why Join Toastmasters International?

Presentation and public speaking skills are not inherited, they are learned. Although difficult to grasp, they get easier over time. But they require regular practice—more akin to honing a golf swing than riding a bike. There's no more effective program for professional self-development—regardless of what field you're working in—than Toastmasters.

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## Suggested Interview Questions

1. What makes a person “backable” in a job? Define backability.
2. You’ve spent more than 35 years helping small or start-up businesses assess their backability for prospective investors. How does that same process translate to the individual worker, whether self-employed or an employee?
3. Why have you chosen to write a book about backing individuals, rather than businesses?
4. What steps would an individual go through to figure out if she’s in the right job?
5. You make a big thing in the book about people’s attitudes to their job. Why is this so important?
6. Let’s say you love your field of work, but you’re not thrilled with your current job and want to launch out on your own. What advice do you have for people who want to start their own business, as independent contractors?
7. How does someone who’s hit a plateau in a job he basically likes get a promotion, do more exciting work, or perhaps change departments in the company?
8. What is *hwyl* [pronounced who-y]?
9. How do you find a job with *hwyl*? What steps do you recommend?
10. What if you don’t think you have the skills necessary to land your dream job? Many of us would like to be movie stars, but we can’t all get there. Why bother to include unrealistic job aspirations in your recommended approach?
11. I can see why this book’s approach could be useful to a business school graduate. What use is it to a bus driver?
12. How is this book relevant to those who are out of work?



“*Backing U!* is a fresh, lively, in-depth guide on how to assess your work situation and shift to work you’ll feel passionate about. What makes it stand out from so many other career books is its business perspective. It guides the reader through original tools and realistic case studies on the route to achieving career happiness and success.”

—Julie Jansen, author of  
*I Don’t Know What I  
Want, But I Know It’s  
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