

Introduction

Our lives have become increasingly commercialized and consumption based. More and more of our activities have become defined by buying and selling. This is not news to you – there are ads everywhere – bus stops, park benches, entire sides of buildings; every community event whether it is about sports, or picking up litter seems to have a corporate sponsor; shopping is a favorite leisure activity and our homes are so full of stuff that entire stores sell storage containers for that stuff.

There are other books that have documented both the rise of consumerism and commercialization and the resistance to this phenomenon (for example, *No Logo*³, *Consumed*⁴, or *Not Buying It: My Year Without Shopping*⁵).

One activity that has been influenced by this climate, but that has not yet been examined, is the job search. The act of looking for and finding a new job is currently commonly defined as a sales activity.

You are probably reading this book because you want to become more effective at your own job searching. You may already have a lot of experience with job searching, or it may be new to you as look for your first job. Either way, you probably already have some ideas about what a “good” job seeker does. You know it’s a dog-eat-dog world out there. You’ve heard about how competitive it is to get hired. You’ve been told

that you need to learn how to sell yourself if you want to have any hopes of rising to the top of the heap.

But what if what you've heard is not "true?" What if it's just one way of seeing the world – and a very popular way to see the world of work at that – but what if it is not the only way? And, more importantly, what if seeing the world in that way is actually creating hurdles that can get in the way of you confidently finding a new job?

This book is going to question the popular sales and marketing way of looking at job searching. It will poke holes in the advice that tells you to package yourself into an attractive product and sell yourself to employers. And it will challenge you to rethink what you may believe is true to see if you can start again and create a better, more humane, and more effective way of looking at your job search. If you're up to that challenge, read on. It will be worth it.

Part I The Sales Mindset of Job Search

The first part of the book will look at the most popular mindset for job searching – the Sales Mindset. We'll review what this mindset is, how it influences all aspects of your job search, and will explore possible reasons for why it has been so popular.

Even though it is very popular, **it is not working well**. We'll look at how the Sales Mindset leads to a number of ineffective and downright discouraging consequences for job seekers. Sales is a concept with baggage – we'll look at what that baggage is and how it gets in the way

of success when you're job searching. The Sales Mindset hurts more than it helps. This first section of the book will help you review the case against the Sales Mindset so that you can see if you are ready to say you're "Not for Sale!"

Part II Not for Sale!

Creating a New Job Search Mindset

The second part of the book presents a healthier, more effective mindset for job searching. You can avoid the problems of the Sales Mindset by declaring yourself Not for Sale! Learn about an alternative job search mindset that places you at the forefront of your job search and helps you to find work while honouring your dignity and personal integrity.