

THE PERFECT MATCH

**4-Step
PROCESS**

**to Finding Your
Dream Career!**

**Stop working a job you hate...
and find a career that you love!**



Perfect Match
CAREER COACHING

By Contessa Cannaday





You Have a Choice

You're stuck...you hate your job, but you go on because that's what you've always done.

You know there **MUST** be more out there for you- you're miserable, but you don't know where to start.

You want a new job so bad, but you're questioning if it's even possible at this point-- notwithstanding the risk, and you're partially questioning if you did get a new job, would you be any happier.

You know you need a solution, and fast.

You have bills to pay, but you can hardly get out of the bed on the weekend, let alone spend quality time with your friends or children.





But The Question is Where Do You Go From Here?

You've reached your breaking point, you either go on like this- living out of alignment with a job that you hate, or quit, and fall into yet another unfulfilling role.

What if I told you there was another way...?

What if I told you that you didn't have to settle for another deadend job...That you CAN find your perfect match career and you can **START RIGHT HERE, RIGHT NOW, TODAY!!!**



THERE ARE TWO PATHS AHEAD OF YOU....

01

Keep doing what you're doing, working this job that is going nowhere fast. Sure it pays the bills, but you will never stop questioning if there is more out there for you. So maybe you quit, and take another job out of desperation, you've been down this road before. But, like always, you soon realize that it was just a bandaid on a much deeper problem.

02

You get off the hamster wheel, lean in and change your own trajectory! You decide to stop settling, decide that you're worth more, and get a job that you've only dreamt about! You gain your energy back, you have more time for the things that you love, and have more freedom to live a life that you choose. You find your Perfect Match career.

THIS IS FOR THOSE OF YOU WHO CHOOSE OPTION 2

This is for the dreamers, who want to do more than “work” for a living, who want to feel connected to and energized by what they do.

For those of you who want to be happy and valued especially during working hours.

This is for those who are ready to let go of limiting beliefs and want to live a life of abundance.



Here's the thing.

You don't have to go back to school or start all over to get the job of your dreams, you only need to start believing in yourself.

We live in a society that reinforces certain norming beliefs. Once you invalidate these beliefs you will be able to trust your own intuition over that of others.

We have been conditioned to think that success will bring happiness, you know what I mean, we've all heard it before. So, what does society define success as?

Apparently, you decide what you want to do for the rest of your life between ages 17 to 22 (fat chance), then get into a GOOD college, get a GOOD job, and then settle into a GOOD career until you die or maybe retire if you are lucky.

Boston College Center for Retirement Research says, "50% of households are in danger of lacking sufficient funds to continue their standard of living once they stop working."

Well, that definitely will not add to your happiness. And what qualifies as a GOOD job anyway, is it when you make a lot of money, or have a lot of power?- many think so!

But what is a lot of money and how much power is enough to be successful? That's why many of us compete in the rat race trying to get richer and more powerful, only to get to the end of their life undervalued, exhausted and unhappy with how it all went. For most, that's as good as it's ever going to get.



HERE'S THE REALITY THOUGH:

Success is in the eye of the beholder.

Basically, if you are happy in your career then you are successful. The true indicator of success or happiness can only come from you.

Maybe having a job that you love is success to you, or a job where you can travel, or having quality time with your family makes you feel successful.



We need to once and for all let go of what society says we should do, and just do what we want to do. That is the only way to find happiness in your work, to go after what you WANT to do, not what you should do.

You do not need to get another degree or look for jobs limited within your skill set.

I used to think this too, but once I unbound myself I was able to find many jobs that I loved doing. Since I was no longer competing for the typical DREAM jobs any longer, I was able to learn what it took to land MY dream job.

I have never again worried if I would find work that I love, because I always know what I'm looking for

I know this for a fact.

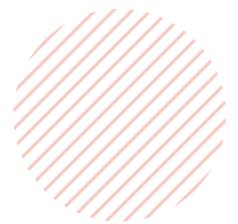


Since I let go of society's expectations, I went from working **9 unfulfilling jobs**, to **only working 1 job that gave me true happiness**.

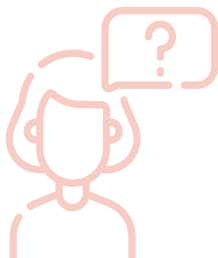
I am now a certified career coach and have created a repeatable and consistent process to help others find work that they love too!

It all comes down to letting go of Self-Doubt and creating an Abundance mindset to find your Perfect Match career.

ALRIGHT, LET'S BREAK THIS THING DOWN:



Self-Doubt:



When you believe that you are not capable of accomplishing something. An uncontrolled self-doubt will create a negative feedback loop, basically if you are constantly looking for (and finding) evidence that you can not do something, you will only reinforce that doubt that you can not accomplish it.



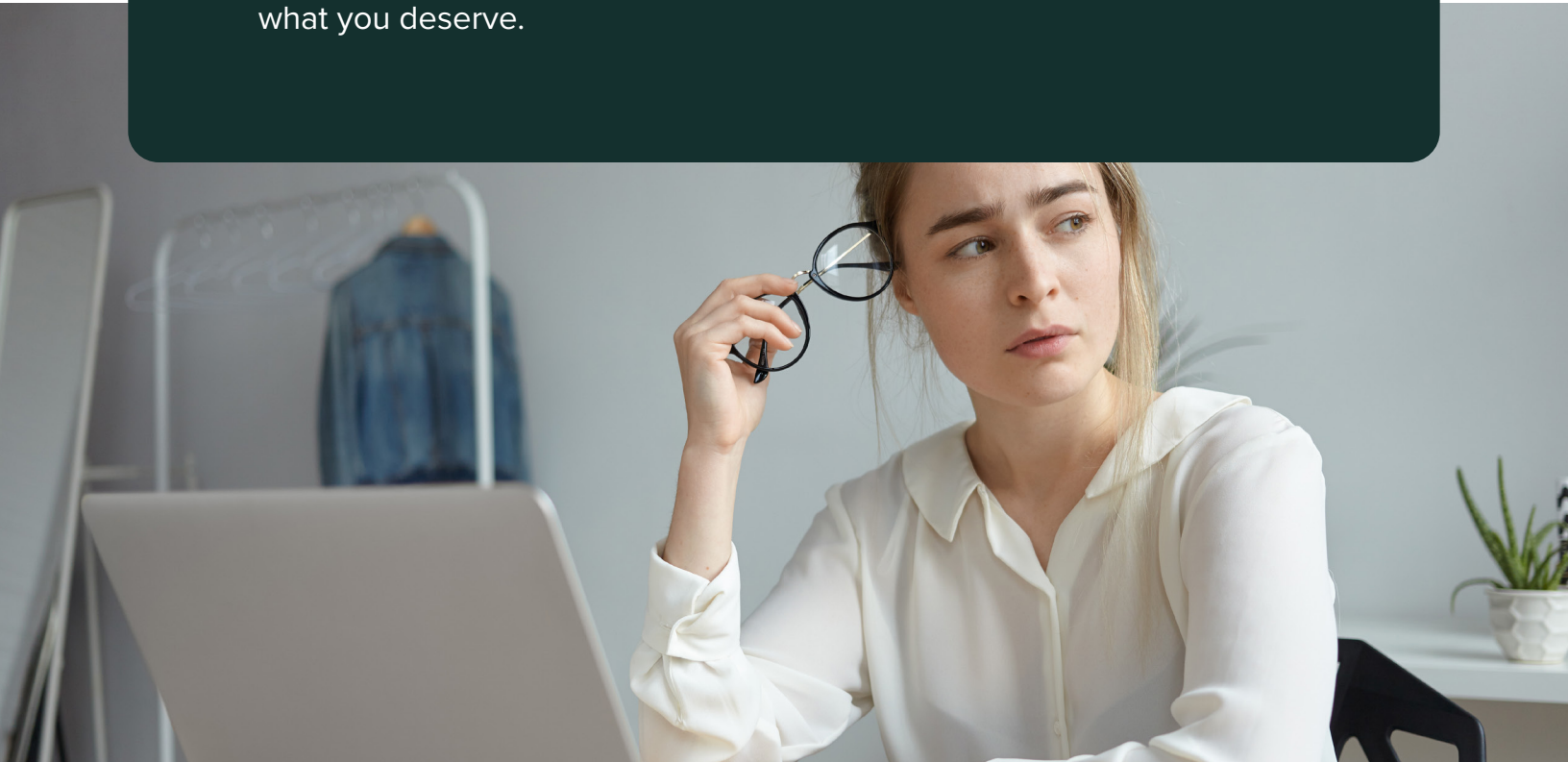
Abundance Mindset:

Having an abundance mindset means that we see things not with absolute limits, we see POSSIBILITIES rather than SCARCITY. We change instead of resist to change. When we adopt an abundance mindset, we start to think big, instead of thinking small. We lean in rather than lean out.

Is self-doubt stopping you from going after a new career?

Think about it.

When you are doubting what you can accomplish you are not thinking with an abundant mindset. Thus rejecting new opportunities and experiences and staying in a job you loathe rather than seeking out what you deserve.





THIS IS WHAT AN ABUNDANCE MINDSET FEELS LIKE:

You can easily imagine yourself working in a job that you love.

You frequently look for new opportunities outside of your comfort zone.

You have a fun and great job!

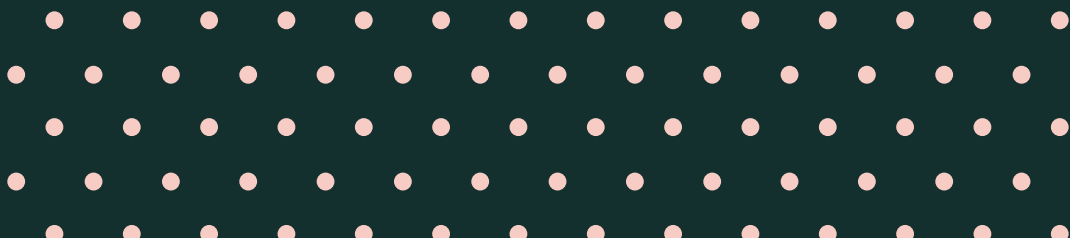


SO WHY ISN'T THIS HAPPENING?

Well, all of your previous experiences may have led to this. Every time you don't succeed or have someone tell you that you don't deserve more, you fall into a self-doubt spiral.

Instead of this feeling simply passing, it gets reinforced repeatedly throughout your life as more bad work experiences compound.

The answer is: you don't have to doubt yourself and you CAN start to dream again!





How I Shifted My Self-Doubt into an Abundance Mindset

If you don't know me yet, it's nice to meet you! My name is Contessa Cannaday.

And this is exactly how I created my Perfect Match method...

I didn't start off by using self-doubt or a scarcity mindset to keep me in jobs that I hated. But, I did grow up a part of a disadvantaged group, inner city foster kids.



EDUCATION WOULD BE MY TICKET TO A MORE AFFLUENT LIFE. I THOUGHT.

Things were great, I got to spend much time in Europe studying Art History. However, soon after the 2008 recession any hopes of finding a job within Art were obliterated

INSTEAD, I LANGUISHED MY WAY THROUGH A REVOLVING DOOR OF SOUL

CRUSHING JOBS. ONE AFTER ANOTHER.



For a time I was a banker, Human Resources manager, blah blah...went back to school to become a biology teacher...Oh the humanity! Seriously. Then more blah blah blah, job after job.

Nothing worked, I was constantly stressed out and jealous of everyone else who seemed so satisfied with their jobs.

Until I changed my trajectory, I decided to do whatever it took to find the secret to career happiness.

And I did, I found what makes me happy! I did have to crush my self-doubt and open my mind up to abundance first.

Now I am a Certified Career Coach and share my knowledge and experience with other women with the Perfect Match system.

I went from stressed out, sad and desperate, to a career that is a Perfect Match for ME! Where I get to work with my DREAM clients everyday!

I get to do work that MATTERS to me and that CHANGES the lives of other women!

I was stuck...finding my Perfect Match career has been the catalyst for my life, now I have more time to travel the world, just bought my dream home and I curated my very own art gallery!

All dreams of mine!

Now, I want to show you exactly how you can do this as well...not only so you can find your dream job too, but so that you can stop doubting your greatness and open your mind up to abundance!



I know what you're thinking...

YOU CAN'T JUST QUIT A JOB BECAUSE YOU'RE UNHAPPY

Well, let me ask you this; when you're on your deathbed, what are you going to regret the most: taking a risk or staying in a job that made you miserable for the last 30 years?

I bet the latter. I know society tells you to suck it out.

But, you don't have to, listen closely...you are free to do ANYTHING that you want.

You only get ONE shot at this thing called life, go for it, you'll never regret it!



I CAN'T QUIT MY JOB, I HAVE BILLS TO PAY.

Of course you do, we all do. But how is it that other people are out there going after their dreams?

It's because they see the intrinsic value of being uncomfortable now- for a short time, in order to be more comfortable later.



You may have responsibilities, and people who depend on you. So, if you're worried about money, a mortgage, putting food on the table, then that's okay.

What isn't okay is using that as an excuse or a crutch to not to try at all. So what, you may need to cancel your cable, eat some frozen dinners, and cancel your family trip this year.

But, the future return on that investment is limitless and will unbound you from a life of misery in the long run.

Basically, we are humans and we always somehow find a way to survive, you have before, remember all those times? Yep you did.

I'M NOT QUALIFIED TO DO ANYTHING ELSE.

This is a big limiting belief that is reinforced with every job posting, resume workshop, and job board that we see.

All of the work that you've done up until this point, the experiences that you have gained, all add up to so much more than you think.

You don't need to go back to school- let me say this again, you **DO NOT** need to go back to school to get a better job.

I know, because I did it, I got my Masters, but it was a waste of time and money.

There's so many other ways around a lack of experience or education, let's start with just believing in yourself!





Remember Bridget Jones, you are perfect just the way you are! You do not need anything else, you have everything that you need to find your dream job, right here, right now!

What you are lacking is the confidence to believe in yourself and your ability to get what you deeply deeply desire.

Once you start believing this you will see that every problem has a solution and that every job has a back door. You just need the secret of how to get in!

In the Perfect Match method I teach you how to find a way into the jobs that matter to you, regardless of your prior work history!

So, that's enough of that. No more self-doubt, not more limiting beliefs. Let's get started!





How to Get Out of a Job You Hate and Into a Career that Fits You Perfectly In Every Way!

With the concepts you will learn in this guide, you can easily implement this method into your daily life to get into work that you love.

THERE ARE FOUR KEY THINGS THAT YOU NEED:

01

Dreaming big and desiring
abundance

02

Learn how to quit with
confidence

03

Discover what work makes
you happy

04

Finding great jobs and the skills
to land them!





LET'S BREAK THIS DOWN INTO BITE SIZED PIECES!

01 Dreaming Big and Desiring Abundance

For the majority of us unhappy workers, we lost our spark, our childhood aspiration, and have basically grown (given) up.

You need to remember who you are, what you dreamed to do when you were little.

That kid had it! But, I bet you lost it along the way.



Maybe you wanted to be a comic book artist or design your own time machine, but your dream got farther and farther out of your reach.

Until you couldn't even remember what it was anymore and just let go.

Or did something or someone else, push you into a new direction entirely. A much more serious and safe direction most likely.

You have to let go of the haunted past, those moments of failure, and remember who you are and what YOU want.



Go look within yourself and acknowledge that you simply don't think you deserve it and then cast it away...like a phoenix fleeing it's ethereal body.

Then take action, more action, any action, announce to the world if you have to, that yes, I want MORE!!!....I will not stop until I have it!

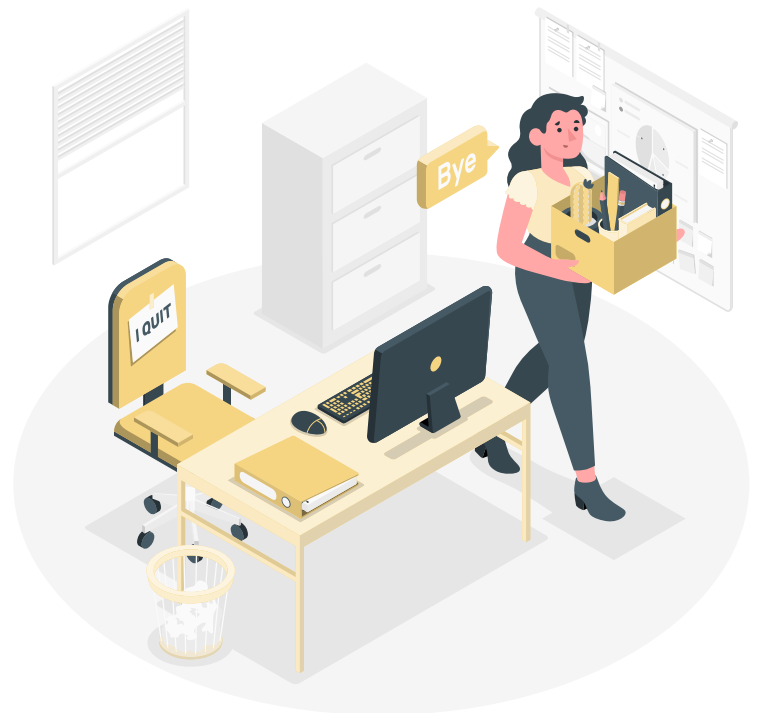
02 Quitting with Confidence

This is a big one here, the reason that we don't just quit our jobs and run off into the sunset, is that we're all scared.

We are all scared of failing, remember back in school when you answered that question and got it wrong?

Remember, the teacher's look of pity, the other kids laughing at you, of how you never wanted to have that feeling ever again.

We're systematically programmed to think that if we make the wrong choice, that it is worse than even trying in the first place.





You know you wanna quit your job. You know it's making you miserable, literally destroying your life or your family, your body, and everything else.

But you just cannot seem to pull the plug. It's unbearable. So why not quit?

YOU DON'T NEED TO QUIT TODAY, BUT YOU NEED TO START

PLANNING A LIFE AFTER THIS JOB.

Start thinking about your resignation letter, what you're gonna say to your boss, how it is going to feel.

Pretty awful, right, but realistically, what is the worst that can happen?

No matter what, you have control of your life and what happens to you. You just don't realize it yet.

WHAT YOU DON'T HAVE CONTROL OVER IS NOT DOING ANYTHING. IF YOU

DON'T CHOOSE YOUR FUTURE, SOMEONE ELSE'S WILL CHOOSE IT FOR YOU!

The first start step is action, any action, inaction is where our dreams go to die.

When you're scared, just let the hope of the future surround and nourish your heart and soul. You got this!





03 Discovering work that makes you happy

So, how many of you had no idea what you wanted to be when you grew up? Exactly, that was me!

I've always had many interests- from history, to reading and science, even the arts!

I couldn't choose. Let alone having no idea what types of jobs and career choices even existed.

I guess I must have been absent the day everyone chose a career in high school. Shame.



The secret is, **NO** one knows what they want to do for the rest of their lives at 17, or even at 37 for that matter!

It honestly takes a **LIFETIME** of experience to figure out who you are and what you want to do.

So it's **OKAY** if you already chose the wrong thing, you're allowed to change your mind.



Yes, I said, it is absolutely **NORMAL** and even **EXPECTED** to change your mind throughout your life! This isn't a gameshow remember, it's **YOUR** life.

But, now you may be starting from scratch, that's okay too. This is the type of work that we do in the Perfect Match program.

We find your strong suits, what you love to do, connect them to your values and then I show you how to leverage them to make loads of money and success in a career that you love.

Like the old adage says, find what you love to do and then get someone to pay you to do it!

04 Finding great jobs and the skills to land them!

Great work, now you are on fire!

You've let go of self-doubt, you're dreaming big, and you know what you want to do...but, what about actually getting the job?





The problem is that we are usually TERRIFIED or completely OVERWHELMED with the thought of job hunting these days.

As we should be! Have you seen what's out there???

Aside from the infinite number of job listings, endless interview cycles, automated recruiters and Monster... oh my! Who wouldn't be turned off?

So, what has changed? Before, if you knew the basics, you could at least be guaranteed an interview.

Well not anymore, I hate to break it to you but, it's the 21st-century and your dad's job hunting tips (circa 1900's) just won't cut it any more.

Yes a firm handshake is nice, but what's the point if you can't even get in the door?

In this new economy, value has shifted from primarily hard skills to that of 21st Century skills.

These skills include creativity, conciseness, self-efficacy, critical thinking, perseverance, problem solving and collaboration.

They all go hand in hand with the world's new reliance on innovation and technology. Oh, and now Covid too.

But, this is good news!

Now you know what you need to do. Which is to know your intrinsic value, basically what UNIQUE value do you bring to the world?



This is what's going to make you stand out, there is only ONE you, and no one like you!

So, find out what only you can do and lead with that.

If you need support on how to magnify yourself within this lens, I can help you!

This is exactly what we do in the Perfect Match mentorship.

I not only help you to navigate through the job hunting process, but also transform your career history into what is needed in today's job market.

No more wasting time stressing over your resume, not knowing what to say or do. You will not have to do this alone.

I can help you through the whole process with my curated Perfect Match program.

As I have said before, you do not need to go back to school, you do not need to have more experience.

You only need to bring YOURSELF to the table, you are exactly what is needed to work in YOUR perfect match career!

REMEMBER, YOU ARE AMAZING, UNIQUE AND TALENTED.

ANY ORGANIZATION WOULD BE LUCKY TO HAVE YOU!





I'm not going to lie - making permanent lifestyle changes is not easy. You have to be willing to work for it. But with these strategies, you have everything you need to make it happen. The rest is up to you.

**FOLLOWING THE STEPS ABOVE IS THE ONLY WAY TO QUIT A DEADEND JOB
AND TO FIND THE CAREER OF YOUR DREAMS.**

If you're serious about dreaming bigger, discovering your perfect career, and getting the job, then you must address these four things. If you're not, then you're spending more time and energy trying to get a better job that you need to... and getting less results than you deserve.





Perfect Match
CAREER COACHING

READY TO STEP INTO YOUR DREAM CAREER AND STOP WASTING YOUR LIFE

IN A JOB THAT NO LONGER SERVES YOUR NEEDS?

Claim Your Perfect Match Career 1:1 Strategy Session to Start Your Journey to More Success and Freedom (Worth \$1,000)

Continue on to the next page to get in touch with me today and find out how I can get you there. I've given you what you need to get started on dreaming bigger and finding your perfect career. But if you have any questions or would like my help implementing any of the above, get in touch with me today. Even better, for a limited time I am offering you a free 30-minute 1:1 Career Strategy Session where we'll discuss your career goals, challenges, and outline a strategy custom to you all for free.

Please note this is NOT a sales call.





**Claim your no-obligation
free 30-minute 1:1 Career
Strategy Session now and get
your \$1000 Custom Career
Strategy Outlined for FREE!**

Click the button below to claim your
free 1:1 Career Strategy session

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WARNING

Before you claim your free 1:1 Career Strategy Session, you must understand this is only for people who are serious about changing their careers and committed to the process. I'll do the work to show you how to achieve your career and transition goals, but to truly get you into the job of your dreams, I need your commitment and dedication. If you're not ready for that please don't waste my time.

But if you are ready to dream bigger and discover your perfect career, then book your FREE 1:1 Career Strategy Session call now.

