

Raymond Gerson Answers Questions About *How to Create the Job You Want*

1. **Q. What motivated you to write *How to Create the Job You Want*?**
 - A. I have worked in the field of job placement and career development for more than twenty-five years. My desire to share the best of what I've learned inspired me to write this book. As competition for good jobs continues to increase, I wanted to provide an easy-to-understand formula that would enable my readers to bypass the competition and create fulfilling work.
2. **Q. Is the concept of creating a nonexistent job new or unique?**
 - A. No; a few authors have written about this concept. Most of these are excellent books, but they tend to be lengthy, containing numerous time-consuming exercises. The average person is not willing to take the time to do extensive exercises. My book is only sixty-eight pages long and contains a few key exercises. I have provided readers with six simple steps to help them through the process of job creation.
3. **Q. Is it that easy to create a meaningful and excellent job?**
 - A. The formula or process is simple to understand. However, it requires time and effort to implement. It takes time to discover our talents and the work we love. The answers are within each of us. The information in my book guides the reader to discover his or her own answers. Creating the job you want is a much more effective approach than mailing out hundreds of resumes to listed job openings.
4. **Q. What is the problem with mailing out a large number of resumes?**
 - A. It is not time- or cost-effective. Few, if any, job interviews are obtained from this approach, unless one has skills or experience in great demand. Many large companies use computers to scan and screen out resumes. Even if this approach results in a job interview, you will probably be competing with a large pool of qualified applicants. But if you create a new, unadvertised job, your competition virtually will be zero.
5. **Q. Have you used this approach for yourself?**
 - A. Yes, more than once.
6. **Q. What was the result?**
 - A. I was able to create a job and negotiate salary and income potential. I mention more about this subject in my book. I have also created two different businesses of my own. Creating one's own company is another form of job creation. Writing books and developing seminars can also be a form of job creation.
7. **Q. Do you recommend that a person quit his or her current job and devote full time to the pursuit of creating a new one?**
 - A. No. It is usually better to go directly from one job to a better one. The six-step formula can be used by full-time employees. They may even use it to create a better position for themselves with their current employer.
8. **Q. You mentioned earlier that competition is increasing for good jobs. What is the reason for this?**
 - A. There are several reasons. More and more job seekers have college degrees or vocational training; large companies have been downsizing; and technology is eliminating jobs faster than it creates new ones.
9. **Q. Do you believe that only a rare few employees enjoy their work?**
 - A. Surveys indicate that only about 20 percent are happy with their jobs. Many people want more than a good paycheck. Most of us have an intrinsic need for work that is satisfying and purposeful. We want to use our best talents to make a difference. This is a natural desire.
10. **Q. Why do so many of us fail to find fulfilling work?**
 - A. We are not taught how to go about discovering it. Most people seek a job long before they know themselves. An effective job search begins with self-knowledge. First, we need to discover our favorite skills and how we want to use them. What type of contribution do we want to make? After answering these questions, we can match ourselves to appropriate jobs.

Our work affects our health, our relationships, and many other significant facets of our lives. Fulfilling work enhances life satisfaction. It is well worth our time and effort to create an enjoyable and meaningful career.