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Mid-Life Career Rescue (Employ Yourself): How To Change Careers, Confidently Leave A Job You Hate, And Start Living A Life You Love, Before It's Too Late

MID-LIFE CAREER RESCUE



Employ Yourself

How to Confidently Leave a Job You Hate
and Start Living a Life You Love,
Before It's Too Late

CASSANDRA GAISFORD

#1 Bestselling Author, Find Your Passion and Purpose



Synopsis

Choose and grow your own business with confidence What if you could increase your income, health and happiness with a few simple steps? How would your life be different if you had more financial freedom, time flexibility, energy, motivation, confidence and self-belief? What if you could hit your business, personal and financial targets easily and make a huge difference in this world? Imagine waking up every morning with no boss, looking forward to your day, working and living with purpose, passion and profit. Get set for a spectacular career. Employ yourself! #1 bestselling author and career expert Cassandra Gaisford (BCA, Dip Psych) provides simple but powerful and easy to implement ways to start a passion and purpose driven business. Based on survey research, personal achievements and her professional expertise and success as a career and business start-up coach Gaisford answers the question: how to employ yourself, start a business and live more. In *Mid-Life Career Rescue: Employ Yourself*, you'll learn: Why successful people work with passion and purpose How to identify your REAL priorities How to decide what to do and find an idea that will be successful How to find the right product for the right market How to create a passion-driven business and still pay your mortgage How to identify ways to beat any skills gaps How to start a business with zero start-up capital and finance your career How to start your business with a "career-combo" How to maintain cashflow and create a healthy profit How to create and enjoy freedom of lifestyle How to maintain balance and avoid burnout How to overcome the fear of failure, boost your self-esteem and super-charge the confidence needed to make an inspired change How to replicate proven marketing systems and sales strategies that bestselling authors and other successful business people use every day to find customers How to create a Love Mark and Loyalty Beyond Reason How to escape the 9-5 drudge, live and work anywhere and join the new rich BONUS: Passion Driven Business Planning Journal Workbook BONUS: Powerful Goal Setting Workbook BONUS: Making Decisions and Choosing Your Best-Fit Career Workbook If you're like many people who'd love to be their own boss, but don't know what you could do, this book will help provide the answers. This isn't a quick-tips-start-your-business-tomorrow, follow-these-steps-in this-exact-order kind of book. Simply put it's based on the author's real-world experiences starting and growing many successful businesses, and the experiences of other people like you. Woman and men in their mid-life who want to be their own boss; to live and work with passion and still pay the bills! You'll read about a diversity of people some who made firm plans, others who made inspired leaps. Like Joy, who had spent 10 years as a Legal Conveyancer, but wanted to do something more creative. With no formal training in design she created a successful interior design business. Read about Dame Wendy Pye, who was dumped

from her job and, vowing to prove her former boss had made a huge mistake, went on to create her own multi-millionaire dollar publishing business. Whether you are a start-up entrepreneur, or a businessperson looking for a fresh start, *Mid-Life Career Rescue: Employ Yourself* will help you make the right moves to choose and grow your business with confidence. Quit just existing and start really living! Pick up your copy today by clicking the BUY NOW button. The strategies in this book will also help job-hunters in their 20s, 30s or 40s.

Book Information

File Size: 4941 KB

Print Length: 336 pages

Simultaneous Device Usage: Unlimited

Publisher: Blue Giraffe Publishing; 2 edition (February 3, 2016)

Publication Date: February 3, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01BH9GVE6

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #120,335 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #22

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Health #23 in Kindle Store > Kindle eBooks > Business & Money > Job Hunting & Careers >

Vocational Guidance #37 in Kindle Store > Kindle eBooks > Education & Teaching > Higher &

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Customer Reviews

Cassandra Gaisford has written an excellent book for those of us who hate their job, have had enough of the long hours, have been made redundant, or just want a new career. She uses examples of many who have become successful in later years. She uses excellent examples as well as exercises to guide you in the process of figuring out your new career. She has exercises that will help you decide what you want to do, exercises that will help you identify your talents, exercises that will help you with every aspect of career change. You are never too old to make a change and

everyone has talents whether they know it or not. We all have experiences and interests that can lead to a rewarding career. She guides you through the process with action questions, step by step procedures on what to do to prepare for the change, and many quotes from people who have studied later life career changes and those who have made those changes. She gives you great examples of ways to motivate yourself to learn all you can about what it is you might want to do. This is a book I needed. I have had enough of the long hours in a job that will take me nowhere. I am ready to move on and move up. I recommend it to anyone who is dissatisfied with their current career or job, or whose job has lost them, or anyone who just wants something different. Get this book today and get the life you want before it is too late.

I found this to be an inspiring read and highly recommend it. I recently left a job where I was successful, but not creatively fulfilled. This book offers value to anyone who finds themselves in a situation where they feel stuck and dissatisfied. This book is terrific for career-changers, retirees, people laid off, and those just seeking to be happier in their current job. After reading Gaisford's book, I am starting a passion journal ASAP! She offers not only this terrific idea, but gives you a tip sheet that you can download as well. I will also be sure to read her first book, too. Read this book if you want to get inspired, get your career on track, and ultimately live a happier life.

Having read the author's last book, I was looking forward to reading her latest endeavor. As usual, she didn't disappoint. Our jobs take up so much of our time, and in fact, our entire life. So it's important therefore that we pursue a role that we feel engaged with, and which empowers, rather than robs our time and energy. At some point in your career, you might seriously consider leaving your job and starting up your own business. Although this notion may sound insane to some, or romantic to others, it's not for the faint-hearted. That's why I was pleased to see Cassandra tackle the real challenges starting a business poses. Things like, finding the right business, how to start with little or no money, and how to leverage it to create a great lifestyle, to name a few. If you get to a stage in your life where you want to leave your job and start a business, this book will help you. Each chapter focuses on one highly practical aspect to starting your own business. I really like the entrepreneurial personality quiz she provides. It helps give you a good idea of whether this is for you or not. I felt especially inspired by the true accounts of people who beat the odds by starting a business and how they became successful. This book is clearly laid out, and comes with many links which offer further help. One of those links is a Best Fit Career Workbook. I also like the author's balanced approach. She doesn't over-emphasize the success you'll enjoy as a business owner. She

also balances this with the percentage of businesses that fail, and the reasons why. If you're looking for some extra motivation and methodology, you will be pleased you've got this book. It makes perfect sense, and could be the exact catalyst you need to build your first, or next business.

Cassandra Gaisford's book, *Mid-Life Career Rescue*, puts passion first, exactly where it should be! She gently nudges us out of complacency by reminding us our career doesn't have to be life-draining if we are willing to take time figuring out what we want and the skills we have to actually do it. And then brilliantly she provides all the action steps we need to make a move by asking simple, yet powerful questions to help us find the answers already there inside of ourselves. I definitely recommend reading the chapter on stress in her book. I wish I had the valuable information she laid out 15 years ago when I went through a 'brown out', "one step before complete 'burn out.'" If I knew what physical signs to look for I would have left that job way earlier than I did. Unfortunately for me I learned the hard way what a stressful job situation can do to you both mentally and physically, but you don't have to. Instead, you just need to read *Mid-life Rescue*, and follow the advice of Ms. Gaisford.

Many of us have at one point been in a job we didn't love, but were too scared to change. The fear associated with changing jobs overshadows our desire of finding something better. So, day after day we keep doing what doesn't fuel our passion and wonder why our life isn't what it could be. As a starting point, the author asks you to clarify your passions and find your point of brilliance. I thought the later point was a unique way of discovering what we are partially good at. I also liked her chapter on "Pursue your passion not your pension!" Here she dispels the myth that you can't do what you love and be paid for it. If you are at the stage in your life where you have a yearning for more in your job, then this book is for you. Life is too precious to be in a career that's sucking more from you than it's returning. Do your life and career a favor; read this book and start an exciting journey with new possibilities.

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