

## Chapter 1: Welcome to Transitions



### Lesson Objectives:

- How will this course benefit me?
- How is the course set up?
- Who is Alan J. McMillan?

### To Do

- Finish the course
- Download the rest of the digital workbook and either print it out or organize it into a folder on your computer

### Links and Resources

- [LearnEarnRetire's Website](#)
- [LearnEarnRetire's YouTube Channel](#)

### Summary

- Anyone can apply these course lessons and be successful! You just have to put the work in
- Start applying everything you learn from this course as soon as possible; making the most of your 20's is the best way to lead to long-term success
- Do not conform to how others your age treat their wealth: be a trend setter so that you can reap bigger rewards later in life
- Skills rise with activity. Make sure you are practicing each skill you learn from this course, even the minor ones. This will help you stick out to possible employers
- Define who you are, what you offer employers and where you want to end up. This will help you with your job search and how you should position yourself to future employers
- If this inspires you to search on YouTube for more information on a topic or technique that is mentioned, that is a very good thing. Congratulations, you're catching on!

Notes:

## Chapter 2: The World You Are Entering: Employment and Life

# Transitions

### Lesson Objectives:

- Why are my twenties so important?
- How do I prepare for career onboarding and offboarding?
- How has the job market changed over the generations?

### To Do

- Make a LinkedIn profile
- Install Grammarly
- Install USA Today app and/or other sources to keep you informed

### Links and Resources

- [3 Reasons Why You Shouldn't Squander Your 20s – LearnEarnRetire](#)
- [Meg Jay's Ted Talk: Why 30 is not the new 20](#)
- [The Defining Decade – Written by Meg Jay](#)
- [The World is Flat – Written by Thomas Friedman](#)

### Summary

- LinkedIn is a vital tool to networking in the modern career landscape. Make an account and leave no section undone!
- The Four Big Changes Over the Years
  - College is now publicly assisted, not publicly funded – students have to pay more for school than ever
  - 401ks don't come with instructions – nobody is teaching you how to save for retirement!
  - Jobs are no longer careers – most people in your generation will have 17+ jobs, so always be ready to start a job search
  - Competition has moved from America to global – the job market is more competitive than ever
- **Be able to answer this question: Why are you here and what do you want?**

Notes:

## Chapter 3: Job Search Readiness



### Lesson Objectives:

- Why and how should I prepare for a job search?
- What is the Job Search Formula?
- What tools and assets can help me with a job search?

### To Do

- Expand your network by signing up for a networking event
- Compile and create the assets you need (listed below) in order to start a job search

### Links and Resources

- [The Job Search Equation – LearnEarnRetire](#)
- [How to Land Your Next Job in 2020 – LinkedIn Official Blog](#)
- [6 Easy Changes to Make Your LinkedIn Profile Stand Out – LinkedIn Learning Blog](#)

### Summary

- Always be prepared to start a job search, you might be forced to start one with little-to-no notice
- What is the Job Search Formula?
  - Brand + Network + High-activity process-based approach = multiple job offers
- What should you ALWAYS have prepared in case of an emergency job search?
  - A Resume, LinkedIn profile, elevator pitch, purpose statement, cover letter, business cards, emergency account, organization and a dedicated workspace
- Every employer is hiring to solve a problem – position yourself as the solution to their problem

Notes:

## Chapter 4: Building Your Brand



### Learning Objectives:

- What is a personal brand and how do I build it?
- How do I make my personal brand desirable to employers?

### To Do

- Complete the Professional Brand Development worksheet.
- Find a podcast that is about your future career industry. Try to listen to one episode per week.

### Links and Resources

- [The Brand Called You – Tom Peters](#)
- [The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career - Reid Hoffman](#)
- [Amp It Up – By Frank Sloopman](#)
- [Getting Things Done – By David Allen](#)

### Summary

- [Personal Branding](#) – managing people and their careers as brands, including their reputation, track record and how people describe.
- You are a permanent beta, meaning that you are a work in progress all of the time – never stop improving yourself and your brand.
- Authenticity and consistency are all vital parts of keeping your brand alive – embody these principles.
- There is a brand that you convey and a brand that you portray – make sure that you are always giving people the best version of you.
- Networking and branding are connected. The bigger your network, the more visible your brand is.
- Doing more work than expected of you will make your brand really stand out and desirable.
- “Learn on your way to work, rock on your way home.” – Alan J. McMillan

Notes:



## Chapter 5: Building Your Network



### Learning Objectives:

- How do I build my network?
- How do I keep my network organized?
- What's the proper procedure for networking?

### To Do

- Build ONE network/contact repository. Sync all of your emails, contacts and calendar
- Memorize the Networking Standard Operating Procedure and test it out!

### Links and Resources

- [The Start-Up of You – Reid Hoffman, Ben Casnocha](#)
- [The Power Formula for LinkedIn Success - Wayne Breitbarth](#)
- [Wayne Breitbarth YouTube Channel](#)
- [Forget a Mentor, Find a Sponsor – By Sylvia Ann Hewlett](#)

### Summary

- Your network is one of your most important tools in finding jobs and opportunities – always work on expanding it!
- “We are the average of the five people we spend the most time with.” – Jim Rohn
- Make one unified network repository in either Google Docs or Microsoft Outlook – all of your emails, contacts and calendar should be in one unified place and easily accessible from all devices.
- The three most important parts of your LinkedIn profile are your summary, headline and having a professional profile photo – get these right in order to catch people's attention towards your profile. Also be sure to always customize connection requests when expanding your network on LinkedIn.
- When growing your network, prioritize people who are dreaming as big as you and are at a place you aspire to be at.

Notes:

## Chapter 6: Launching a High-Activity Process-Based Job Search



### Learning Objectives:

- What is a high-activity process-based job search?
- What is the proper job search timeline?
- What is the Job Search Radar?

### To Do

- Download and start to fill out the Job Search Radar
- When you start applying for jobs, keep going until you receive at least two offers

### Links and Resources

- [Mounting a High-Activity Process-Based Job Search - LearnEarnRetire](#)

### Summary

- “He or she who gets hired is not necessarily the one who can do the job best, but the one who knows the most about getting hired.” – Richard Lathrop
- Always be ready to launch a job search – you never know when you will need to start one.
- High Activity – the more you do, the more that you will have to work with. Putting more effort into your job search will lead to better and better results. Activities can include emails, phone calls, informational interviews and more. Consult the Job Search Activity Timeline for general activity timeline goals.
- Contacts – someone who you would share your marketing pitch and target job(s) with the intention that they might connect you to another contact who could help you.
- Meetings – meetings occur by phone, video or in-person. Some of these might lead to actual interviews – on-the-spot or at a future time.

# Summary

- Applications – job seekers typically do not apply to enough jobs. Keep prospecting and applying to jobs until you have an offer.
- Interviews – interviews represent the number of companies you interview with, not the number of individual interviews.
- Offers – job seekers should strive to secure at least two offers so that they have options and the opportunity to choose and compare offers. Having two offers can sometimes provide negotiating leverage.
- Process Based – Processes are like formulas and recipes. They lead to *predictability* in their results.
- Use your network to get in direct contact with job providers – direct contact is the best way to stand out to job providers.
- Keep everything in one place – staying organized is critical. This is called your **Job Search Radar**.
- Always be sure to follow up after applying for a position. This will show employers that you are truly interested in the position.
- Go through your contact repository/LinkedIn contacts and determine which contacts can help you with your job search. Put them into your Job Search Radar.

Notes:

## Chapter 7: Informational Interviews

# Transitions

### Learning Objectives:

- What is an informational interview?
- How can LinkedIn help me find informational interview opportunities?
- How do I conduct informational interviews?

### To Do

- Experiment with LinkedIn's alumni search feature for your college
- Find and conduct an informational interview

### Links and Resources

- [The Bigs: The Secrets Nobody Tells Young People and Students About How to Find a Great Job... - Ben Carpenter](#)

### Summary

- Informational Interview - a solicitation for information from someone with a relevant career or industry that you are interested in. You can talk about how they got to where they are now, information on their industry and more. This is NOT a job interview!
- Utilize LinkedIn alumni search
  - Can be found from your college's LinkedIn School page. Select Alumni.
  - Filter results for people that are relevant to your future career and industry.
  - Send a good number of candidates an Inmail (LinkedIn direct message) requesting a meeting – make this message unique and personalized!
- How to prepare for informational interviews:
  1. Set a goal for informational interviews per semester
  2. Reach out to more people than you are targeting because some will not respond
  3. Google *informational interview invites* and craft yours
  4. Google *informational interview questions* and craft your own
  5. Begin reaching out
  6. Add contacts to Job Search Radar, your repository
- “The more people you talk to, the stronger candidate you will be.” – Ben Carpenter

Notes:

## Chapter 8: Excelling at Career Fairs/Job Fairs



### Learning Objectives:

- How do I prepare for a career fair?
- What do I do at a career fair?
- What should I do after a career fair?

### To Do

- Find out when career fairs are happening next in your area – sign up!
- Follow our guide for how to prepare for your next career fair. Remember to follow up!

### Links and Resources

- [All About the Job Fair - LearnEarnRetire](#)

### Summary

- Universities usually have multiple career fairs throughout the school year – always be on the lookout for announcements and dates.
- Early work force career fairs can include job fairs, virtual job fairs, industry conferences and meet-ups.
- Your goal at every career fair is to make it onto a recruiter's shortlist.
- When choosing which organizations to interacting with at a career fair, remember to consult **The Filter of 5** (downloadable on Chapter 8 page).
  - Growing if not exploding market
  - An environment where you can learn
  - Resume panache
  - Stepping stones
  - An environment where you can earn
- Everything to do Before, During and After the Job/Career Fair (Downloadable on Chapter 8 page).



Notes:

## Chapter 9: New Role Preparation & Thriving in Your New Job

# Transitions

### Learning Objectives:

- How can I do my best to prepare for a new role/job?
- How can I thrive in my new position?

### To Do

- Practice “the four steps of new-role preparation and early success” at your current jobs. Note what results you start to see from this over a month.

### Links and Resources

- [Google Alerts Tutorial](#)
- [The Bigs: The Secrets Nobody Tells Students and Young Professionals About How To... – By Ben Carpenter](#)
- [How to Succeed in Your New Job - Indeed](#)

### Summary

- The first four steps of new-role preparation and early success:
  - Reach out to your new manager
    - Prepare for the WOW moment! Impress your boss ASAP.
    - Use open ended questions – questions that require depth to answer.
  - Pre-reporting due diligence
    - Follow up on what you learned from your managers to create a strong start
    - Set Google Alerts
    - Follow journals and LinkedIn groups
    - Feed your head and be prepared to grow
  - Reach out to your network and others
    - Utilize LinkedIn groups to look for current and former employees, competitors and other industry insiders
  - Shut up!
    - Don't talk yourself up endlessly, credit your employer for your success!
    - Enjoy the Halo Effect – the effect where as you do more and better work, better assignments and rewards start to come your way.

# Summary

- Thriving in Your New Role
  - Set goals for a new you/re-invention
  - Nail your initial assignment
  - Lifelong learning to turn your weaknesses into your strengths
  - Hang out with the overachievers...the best of the best
  - Keep order in your life - chaos distracts you
  - Stay financially smart and stable
  - List things that you don't know
  - Follow-up with others who can teach you
  - Engage in life-long learning, systematically and consistently over time
  - Utilize training resources
  - Feed your head and be prepared to grow
  - Engage with your new professional community - networking, events, etc.
  - Be the brand that you want to become - how you dress and how you act
  - Lead with yes - be quick to volunteer for new assignments
  - Be curious
- Tips from The Bigs book (link to book in resource section)
  - Don't strive to do a good job - do a GREAT job
  - Consistency of effort
  - Meet your deadlines
  - Never complain about your job
  - Assume confidentiality
  - Arrive early, stay late
  - Seek best practice - what's working?
  - Don't fake it - ask for help if you need it
  - No one and nothing is beneath you
  - Never talk about your coworkers
  - Don't date other employees

Notes:

## Chapter 10: Three Years Out and Blindsided – Now What?



### Learning Objectives:

- What is a sudden job loss?
- How do I replace the panic of job loss with a process that will lead to results?
- How do I “prepare” for a sudden job loss?

### To Do

- Make sure that your job search materials are ALWAYS up-to-date. This will make your potential sudden job search much easier and less stressful.

### Links and Resources

- Everything to Do After a Sudden Job Loss (download available on Chapter 10 course page)
- Job Search Radar (download available on Chapter 10 course page)
- [Social Assurity Website](#)
- [Google Alerts Tutorial](#)
- [Best Professional Job Boards - Betterteam](#)

### Summary

- The job search process after a sudden job loss can be one of the hardest job searches to conduct. Make sure that your job search materials, like your resume, are ALWAYS up-to-date and ready for use – you never know when you may need to start a job search.
- Remember the job search formula: Brand + Network + High-Activity Process-Based Job Search = Multiple Job Offers.
- For a complete list of everything you should do after a sudden job loss, download our guide on the Chapter 10 course page.

Notes:

## Chapter 11: Putting Your Financial Objectives into Perspective



### Learning Objectives:

- What does the current retirement landscape look like?
- What are some early steps that I can take towards preparing for retirement?

### To Do

- Fill out the Student Retirement Calculator and examine the results.
- Research current retirement plans in your career path.

### Links and Resources

- [LearnEarnRetire's Student Retirement Calculator](#)
- [LearnEarnRetire Student Retirement Calculator Tutorial Video](#)
- [Payscale's College Salary Report](#)
- [Retirement Plans Explained - NerdWallet](#)
- [The Average Stock Market Return Over the Past 10 Years – Business Insider](#)
- [Everyday Millionaires – By Chris Hogan](#)

### Summary

- By utilizing the power of compound interest as early on in your career as possible, you can accrue massive amounts of wealth by the time you retire. The key is to start ASAP and don't squander your twenties!
- Life expectancy is almost always on the rise, so plan for your retirement accordingly. You'll have to plan for a longer retirement than previous generations.
- Retirement plans are changing. What used to be handled by employers and experts in pensions is now in your hands to manage. If you manage to get a pension, remember that they are not as well-funded as they used to be and may need supplemented by your own contributions.
- Most Americans expect to not be able to fully fund their retirement. By taking steps now to prepare for retirement, you'll be well ahead of those around you. Be abnormal!

Notes:



## Chapter 12: Living Within Your Means - Personal Finance Basics



### Learning Objectives:

- What is an emergency account?
- What does it mean to “live within your means”?
- How do I start a budget?

### To Do

- Download and set up a budgeting app – **STICK TO YOUR BUDGET**
- Begin to set up an emergency fund – Remember: eventually it should be able to handle 3-6 months of expenses

### Links and Resources

- [Mint Budget Tool](#)
- [How to Create a Budget in Mint](#)
- [Every Dollar Budget Tool](#)
- [How to start \(and build\) an emergency account - Bankrate](#)
- [How to Manage Your Finances: Tips From Ben Carpenter](#)
- [The Latte Factor – By David Bach](#)

### Summary

- [Emergency Account](#) – a fund that is specifically set aside for financial emergencies **ONLY**. This fund should be able to cover 3-6 months of expenses and should expand over time as your expenses increase.
- [Living Within Your Means](#) – able to ensure both your long-term (retirement, emergency fund) and short-term (bills, groceries, etc.) economic health.
- [College to Career Economic Inflection Point](#) – the point where your income drastically increases after graduating from college. This is a critical moment to determining your long-term success where you should focus on properly budgeting contributions to your retirement, emergency fund first. Then, eliminating student loan debt.
- Start a budget **NOW** to help ensure that you are not spending more than you are making, and then **STICK TO IT!**

Notes:

## Chapter 13: Spending/Consumption/Debt in America



### Learning Objectives:

- How do I build wealth through assets?
- How does compound interest help or hurt me?
- How do I use economic offense and defense?

### To Do

- Set up automatic payments for expenses like your rent
- Determine your levels of economic offense and defense. How can you improve each?

### Links and Resources

- [Rich Dad Poor Dad – By Robert Kiosaki](#)
- [The Savage Truth on Money – By Terry Savage](#)
- [The Millionaire Next Door – By Thomas Stanley and William Danko](#)
- [Baby Steps Millionaires – By Dave Ramsey](#)
- [David Bach's The #1 Financial Mistake to Avoid](#)
- [Financial Peace University – Ramsey Solutions](#)
- [Total Money Makeover – By Dave Ramsey](#)
- [The Automatic Millionaire – By David Bach](#)

### Summary

- There are four types of income-producing assets: Business, real estate, investments and policies. These are some of the strongest ways to build wealth over time
- Good debt has a return on the investment, such as student loans. Bad debt is for an item that depreciates, such as a new car.
- If you can't pay cash for an item that depreciates, **YOU CAN'T AFFORD IT!**
- If you can't afford to pay the monthly balance of your credit card every month, get rid of it! Compound interest will come back to hurt you financially.
- Having a strong economic offense and strong economic defense is a great path to becoming rich. The same goes for having a moderate offense and a really strong defense.
- Making all of your expenses, such as rent, automatic will help you save time and effort.

Notes:

## Chapter 14: Demystifying the Stock Market



### Learning Objectives:

- What is the stock market and why should I invest in it?
- What retirement plan is right for me?
- What is an employer match?

### To Do

- Research and determine which retirement plan is right for you
- If your employer has an employer match, make a plan to reach the maximum contribution

### Links and Resources

- [Ibbotson SBTI Graph](#)
- [Withdrawing from Retirement Savings: Is Four Percent a “Safe” Rate? - Forbes](#)
- [Will Social Security Run Out of Money? - CNBC](#)
- [How to Start Investing in Stocks: A Beginners Guide](#)

### Summary

- Stock Market – where you buy/sell stocks, bonds, and mutual funds, usually through a broker or online
- Stock – a small piece of ownership over a company
- Bond – a loan you give to a group that promises to pay you back with interest
- Mutual Fund – a diversified portfolio of stocks, bonds, and other securities with the goal of maximizing returns on your investment
- Why should I invest in the stock market? Stocks offer the potential for a bigger long-term return on your investment than other methods like savings accounts.
- Pension – a retirement plan managed and funded by your employer that is becoming rare to find among public sector jobs. These plans also tend to be underfunded, so they should be supplemented by your own contributions.
- 401k – a retirement plan, set up by an employer, where you can put untaxed income. When you withdraw for retirement, the money will be taxed. Sometimes employers will offer an employer match with this plan.

## Summary (Continued)

- Employer Match – Your employer matches a certain percentage of your contributions to your retirement plan. For example, a common employer match is 100% of the first 6% of your salary.
- ROTH IRA – A retirement plan similar to a 401k, but is not set up by an employer. This plan uses after-tax income so that when you withdraw funds in the future, you don't have to pay taxes on it. If you reach a certain income threshold, this plan won't be available to you.
- If your employer offers an employer match, make a plan to reach the maximum contribution amount. If you don't contribute to this employer match, you are leaving money on the table!
- The stock market can be a risky place to invest your money, but history shows that the market makes gains over time. We advise that you plan for a 7.5% return on your investments on the market.
- If the market has a sudden shock, don't make any sudden moves. Have a plan, consult with an advisor and hold on to your investment. Aim for long-term gains.
- When you retire, we advise that you withdraw 4.5% of your total fund consistently year-over-year.
- If Congress doesn't take any action, Social Security is on track to run out of backup funds by 2033. However, if this happens, you should still be paid 78% of what you're owed from Social Security. Because of the uncertainty concerning Social Security, we advise that you don't include Social Security in your retirement plan, but leave it for a surprise if it pays out when you retire.
- Remember: We are not professional financial planners, we only discuss our opinions. Consult with a licensed broker before making any major investing moves or a retirement plan.

Notes:

## Chapter 15: START – The Necessity of Getting it Right Early



### Learning Objectives:

- How can compound interest help me build long-term wealth?
- How much money could I have at retirement?
- Why is the employer match so important?

### To Do

- Test out the “calculator hack” with your own retirement plan.
- Fill out the Student Retirement Calculator and keep a copy of your results. Be consistent with this plan!

### Links and Resources

- [LearnEarnRetire – The Student Retirement Calculator](#)
- [LearnEarnRetire – The Student Retirement Calculator Tutorial](#)
- [CNBC – This is when people start saving for retirement – and when they actually should](#)
- [Retire Inspired – By Chris Hogan](#)

### Summary

- By starting to invest in your retirement early, the power of compound interest will have huge results for you over time. The earlier you start, the longer that compound interest will work for you.
- [The Rule of 72](#) –  $72 / \text{Your expected rate of return (7.5)} = \text{The number of years when your investment will double}$
- [“The Calculator Hack”](#) –  $\text{Annual amount invested} \times \text{Your expected rate of return (1.075)} = \text{The new balance with interest after 1 year}$
- Starting to invest early, along with maxing out your employer match, are both great ways to maximize the amount of money that you have at retirement.
- The 6 Steps to Financial Independence
  - 1. Build an emergency fund
  - 2. Contribute at least the maximum employer match to your 401k
  - 3. Set your goal percentage of your yearly income toward wealth creation (ideally 15%)
  - 4. Hold your lifestyle flat until you reach your goal percentage
  - 5. Never apply assets towards expenses
  - 6. Become debt free by the time you retire



Notes:

## Chapter 16: Wealth Protection



### Learning Objectives:

- What are the 4 elements of wealth protection planning?
- What are some insurance policies that I should consider?
- What are the signs that I'm in financial trouble?

### To Do

- Research what insurance/wealth protection policies would work for you right now
- Determine if you meet any of the signs of financial trouble

### Links and Resources

- [You're in Trouble If... Worksheet](#)
- [Financial Peace University – Dave Ramsey](#)
- [Total Money Makeover – By Dave Ramsey](#)
- [Baby Steps Millionaire – By Dave Ramsey](#)

### Summary

- The 4 Elements of Wealth Protection Planning
  - Living Scenario – Everyday methods of protecting wealth
  - Disability Scenario – Protects wealth during times of disability/medical issues. Can cover short-term and long-term issues.
  - Retirement Scenario – Protects wealth during retirement
  - Death Scenario – Protects wealth for your heirs/family upon your death
- Potential Insurance Policies to Consider
  - Tenet/homeowners insurance
  - Health insurance
  - Umbrella policy
  - Prenuptial Agreement
  - Will

Notes:

## Chapter 17: Go Forth and Be Great



### Learning Objectives:

- What did I learn in the course?
- What are my next steps after finishing the course?

### To Do

- Make sure that you have every workbook page downloaded and organized
- It's time to start – if you have not begun to implement what you've learned from this course, start NOW!

### Links and Resources

- [The World is Flat – By Thomas Friedman](#)
- [Managing – By Harold Geneen](#)

### Summary

- Congratulations on completing the course! You have given yourself a massive competitive advantage that you should start to implement immediately.
- You have lifetime access to the course, meaning that you can always refer to it whenever you need it. If you ever encounter a scenario that the course covers, like a sudden job loss, feel free to review that chapter of the course.
- If you have not yet, you need to begin to implement the lessons that you've learned from the course NOW! We suggest beginning from Chapter 1 and going through the To-Do list from every chapter.
- Continue your learning – constantly look for new sources of good information to feed your head with.
- After watching Chapter 17, you should receive a Certificate of Completion and a survey about your experience with *Transitions* in your email inbox. If you can, please take a moment to download your certificate and complete the survey.

Notes: