

CHAPTER 1: Information Overload

If you weren't adversely affected by the worldwide financial crisis of 2008 – volatile stock markets, rising unemployment, and tighter credit restrictions – you knew someone who was. Even if you didn't lose your job, or have a 401(k) that lost its value, you paid more to do the things you enjoy or to buy the foods you prefer, because the retailers that provide them paid more to get them to you. Some compare what happened in October of 2008 to the Great Depression. Mainstream old guard publications – the Wall Street Journal, Washington Post, Chicago Tribune, Seattle Post Intelligencer – all printed articles reporting on the dire situation and warning of more to come. In a CNNMoney.com poll, 60% of the respondents believed a depression in 2009 to be somewhat or very likely.

That sounds really scary. But it's also incredibly liberating. For years, workers in the U.S. and around the world invested 100 percent of their time, energy and creativity in projects designed to promote the companies they worked for – in return, of course, for moderate pay and health insurance.

For many people, the risk of innovation was far too high as compared to the comfortable office or cubicle, and a paycheck every other week. Many people with drive, determination and an entrepreneurial spirit also had mortgages, car loans, kids' education to consider, and all the other costs associated with raising a family in today's world.

What if you could change your life today? What if you could create your own job security – working for someone else or working for yourself? What if your creativity could subsidize your day job – or open up a whole new career field? What if you listened to that voice inside you that said, “I can do this”? Or maybe your voice isn't as confident. Maybe your voice says, “What do I have to lose?” This book can change your life, by giving you real tools to find the ideal position for your needs right now – which may be different in 2010. What if this current global crisis served as the catalyst necessary to open up a whole new world for you?

One of the benefits of a recession is the amount of career advice and quality job leads that fill the Internet, airwaves and newspapers every day. The Internet, cable, broadcast news morning shows and even newspapers, are filled with articles and blogs offering consumers great insight into up-and-coming careers, new industries, new opportunities and work-at-home ideas. A quick search online returned these items on one page alone:

The 7 Best Jobs for Facebook Addicts

■ US News & World Report

Five Best Work-From-Home Jobs

■ ABC News

“Green-Collar” Jobs Poised to Grow

■ SmartPros Accounting

Full-time Jobs Surge in Slow Economy

■ The West Australian

Savannahians Beat the Heat with “Cool” Jobs

■ WTOG-TV, Channel 11, Savannah

Legitimate Ways to Work from Home

■ WCCO-TV, Channel 4, Minneapolis

Every one of these reports includes no fewer than three pieces of useful information for job seekers – that is job seekers who need the information in these pieces. For many job seekers, the information in these reports really wouldn't be useful at all.

Information by itself is not useful unless it includes something meaningful to you. The same is true for job leads.

It doesn't matter how many tips you receive on headhunters or work-at-home opportunities, unless you know what's right for you. At this point in your life, tips are simply random pieces of information that won't affect your life or your search for a career that meets your needs right now.

A job that's ideal for you today might not look anything like a job that's ideal for you five years from now – or a job you would have considered ideal five years ago.

Your life is fluid and ever-changing. Building a career and making money are only one part of what makes up your life.

To be truly successful, you need an objective, mathematical, statistical means for determining the best possible position or direction to get you started right now. The only way to achieve this is through a scoring model.

You may be familiar with the term scoring model. It's what credit agencies use to determine your credit score. They take a bunch of your personal information and they plug it into a model, and they come out with a score that statistically gives them a reliable picture of your ability to repay a loan.

Wouldn't it be great if you had access to a scoring model that would help you determine, in an objective, statistical, mathematical way, what was the very best career for you at this time in your life, based solely on your talents, experiences, preferences and priorities? You do. It's called the Green Light Scoring Model™, and it's about to change your life, or at least the way you determine the ideal job for you right now.

So enough talk; time is ticking. Let's get started. Your future awaits.