

REASON 1: CULTURAL SABOTAGE

The Belief:	Solutions:
“What you like is silly and useless, you'll never do it as a job!”	Research and Brainstorming! EXERCISE: Try writing down every single job you can think of related to your hobbies.
“You can't do what you like for a living, it just doesn't work that way!”	Realizing that this is just plain wrong. EXERCISE: Spend five minutes thinking of every good reason you can come up with to do what you like as a career.
“If you like ‘X’ you must do ‘Y’!”	Seeing the many options your interests give you. EXERCISE: Try thinking of all the jobs related to your fandom – then try and think of all the jobs that support that!
“If you aren't famous, you aren't a success”	Spend five minutes looking at the lives of famous people and realize the truth. EXERCISE: List all the disadvantages of being famous
“If you aren't rich, you aren't a success”	Set financial goals appropriate to your dreams. EXERCISE: Look at your career goals first, then your financial goals, and find ways to have them work together.

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REASON 2: JOB FEARS

The Fear:	The Solution:
"My ideal job is hard!"	Admit it's hard and move on. EXERCISE: Read up on people who did the very job you're afraid of successfully.
"If I do what I love for a living it won't be fun!"	Face the fear. EXERCISE: List all the ways you can prevent this from happening.
"I'm afraid I'll become a sell-out"	Understand the fear. EXERCISE: List the signs of selling out – and figure how you won't show them.

REASON 3: YOU'RE BAD AT THE JOB SEARCH

Mistake:	Solution:
You don't do your research.	You need to make research part of your life and career goals – and take time for it. EXERCISE: Find an area of interest you're passionate about. Get a magazine or a book on the subject and give yourself a short timeline to complete it. Make THIS a habit.
Your job search skills are bad	Realize job searching is a skill on it's own – and develop it. EXERCISE: Design a plan to improve your job search skills – and find ways to measure that improvement.

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Fans At Work: Why You Don't Have That Dream Job

Things you need to know how to do, career-wise:

- Create a good resume and cover letter.
- Create a good portfolio.
- Network with people.
- Know how to get proper education and certifications.

Things you need to do career-wise:

- Have a personal website for business/online presence.
- Have a LinkedIn.com account – and use it.
- Join local groups and associations relevant to your career – and get involved.

REASON 4: SOME THINGS ARE JUST LOUSY

Things That May Be Lousy:	Solution:
The Economy	Face it and research it. EXERCISE: Find a reliable source of news on the economy and follow it. Notice when you feel you actually “get” it.
Industries are changing and it's confusing	Go out of your way to stay informed. EXERCISE: Locate 3 sources of news on your industry and follow them regularly.

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RECCOMENDED RESOURCES:

Books:

- **The Unwritten Rules of the Highly Effective Job Search: The Proven Program Used by the Worlds Leading Career Services Company** by Orville Pierson – A straightforward, no-frills guide to a good job search.
- **Me 2.0: Build a Powerful Brand to Achieve Career Success** by Dan Schawbel. The guru of personal branding discusses how people build their own brand and image.

Networking:

- <http://www.meetup.com/> - A meeting organization site that lets you find – and start – in person meetups. Many game-heavy areas have meetings for game professionals.
- <http://www.linkedin.com/> - The premier business networking tool. A profile here is a must

Websites:

- <http://www.layoffwatch.com/> - A site that lets you know about layoffs, which is depressingly useful.
- <http://www.employmentdigest.net/> - A great general resource on employment information. <http://www.opm.gov/fedclass/> - A federal site classifying jobs – which is also a great way to surf and brainstorm for career ideas.
- <http://thecynicalgirl.com/>- HR expert Laurie Rutterman's cynically accurate take on everything, mostly HR.

WANT TO KNOW MORE?

Contact Steven Savage at <http://www.stevensavage.com/>. I speak, write, and coach on geeky jobs!

Check out the Fan-To-Pro blog at <http://www.fantopro.com/>.

Buy the book at <http://www.fantoprobook.com/>.

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