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1

# Getting at the Heart of Job Search Success

*“Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.”*

—Albert Schweitzer

**W**hen it comes to job search, most people are concerned with the *how-to*. How do I tap the hidden job market? How do I use keywords to make my online résumé stand out? How do I answer tough interview questions? How do I negotiate salary?

Granted, the *hows* are important. But the *whats* should be answered first. The *whats* include knowing who you are, what you were hardwired from birth to do well, what you’re passionate about, what will make you happy, and what kind of legacy you want to leave the world.

Answering the *how tos* without first answering the *whats* is putting the proverbial cart in front of the horse. However, getting at the heart of job search enables you to put first things first. When you do, you’ll be able to focus clearly and gain new ground.

## **What vs. How**

To determine the *whats* for your career, look to some profound questions. Martin Luther King, Jr., certainly understood the power of questions: “Our questions in life are everything. The questions we ask on a daily basis will shape our destiny as