

Chapter 8

**APPLYING THE  
READ IT THEORY**

**L**et's prepare a game plan to bring the READ IT Theory to life. Whenever I work with my clients I always enjoy teaching them how to introduce themselves. This is the first step to personal brand awareness. Yes, you can count social media as a way to present your brand but a one on one interaction cannot be matched. Here is a sample introduction that you can modify to meet your own particular needs.

### Sample Elevator Pitch

Hello my name is Your name I'm a Freshman, Junior, etc at Your School or College . I enjoy Engineering, Robotics, etc . I would like to become a Student or Professional Position . My skill set in Math, Science, Programming, etc along with my involvement in Organization, Community, etc positions me to be a valuable asset to College or Company or Interest .

**R - RESUME (THIS IS A NON-VERBAL  
DEFINITION OF WHO YOU ARE  
PROFESSIONALLY)**

Now that we know how to introduce ourselves, let's begin developing our resume. I have never told anyone to conform to a certain resume style but it's critical to ensure that your information and message are delivered accurately and succinctly.

1. Do you have an updated resume? If yes please list a few areas where your resume can be posted. (Social media sites, job sites, etc.) If no please list a few key successes that you would like highlighted in your resume.

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2. Who has reviewed your resume? What feedback was given? Have you made the necessary adjustments? If not make a list of people you would like to critique your resume.

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3. Do you feel comfortable speaking about every detail in your resume without having it in front of you? This is very critical in preparing for interviews and selling yourself to potential clients, customers, and/or employers. List a few talking points that will provide a great summation of your resume.

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4. Have you saved your resume in multiple locations with one of the most important being on your cell phone? Do you keep a few printed versions with you at all times? List a few people that you can share this advice with today.

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**E - EXPERIENCE (WHAT HAVE YOU DONE THAT EXCITES AND HOW HAS IT PREPARED YOU?)**

Remember, experience can only be gained by doing something. Challenge yourself today to commit to your actions each day to move yourself towards greatness. Nobody knows what your greatness is so you must be prepared to push yourself. Someone, somewhere in the world is challenging themselves at this very moment. Don't get left behind.

Transformation into becoming a "DO" person:

1. Where do you see yourself in 5-10 years?

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2. Where do you see yourself next year?

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3. Where do you see yourself next week?

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4. Where do you see yourself tomorrow?

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5. What actions will you commit to doing today?

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**A - ATTITUDE (YOUR ATTITUDE DETERMINES YOUR ALTITUDE)**

1. What are the necessary behaviors needed to reach your goals.

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2. Who are a few of the leaders/examples you can model after?

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3. What are your personal struggles with attitude management?

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4. What is your definition of emotional intelligence and how would you rate yourself on a scale of 1-10 on your ability to have self-control.

Your attitude has such a major impact on your life.

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**D - DETERMINATION (TO WIN YOU MUST BELIEVE THAT YOU WILL NOT FAIL. PERSEVERE.)**

First set achievable professional and personal goals. Track your progress daily towards that goal. Once the goal is met, set another one. If you continue this process and stay determined to achieving greatness, you cannot fail. Remember that success and greatness are defined by you.

Secondly, set a professional and personal “stretch” goal. This one will require extreme determination and dedication on your part. You’ve set the goal, now go after it. If you reach this goal, congratulations! If you don’t reach this goal, assess why not and go after it again. If you never reach these goals you are still a success. We all need to be challenged.

**Personal Goals I will achieve:**

- 1.
- 2.
- 3.

**Personal Stretch Goal I will pursue:**

- 1.

**Professional Goals I will achieve:**

- 1.
- 2.
- 3.

**Professional Stretch Goal I will pursue**

- 1.

**I - INTELLIGENCE (SOCIALY,  
EMOTIONALLY, AND TECHNICALLY)**

1. What do you believe are your intellectual strengths?

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2. What intelligent decision have you made in the last 6 months?

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3. What decision are you deliberating on right now that will require a high level of intellect?

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4. Who have you surrounded yourself with to hold you accountable to reaching your greatness?

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**T - TIMING (YOU DON'T KNOW WHEN YOUR NAME WILL BE CALLED. ARE YOU PREPARED?)**

What opportunity are you waiting for?

1. \_\_\_\_\_

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Are you ready if this opportunity was presented today?

YES / NO

If not, please list a few things you can do today to get ready?

1. \_\_\_\_\_

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2. \_\_\_\_\_

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3. \_\_\_\_\_

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*R – Resume (This is a nonverbal definition of who you are professionally)*

*E – Experience (What have you done that excites and how has it prepared you?)*

*A – Attitude (Your attitude determines your altitude)*

*D – Determination (To win you must believe that you will not fail. Persevere)*

*I – Intelligence (Socially, Emotionally, and Technically)*

*T – Timing (You don't know when your name will be called. Are you prepared?)*

*The “IT” Factor (?)*

## **APPLICATION NOTES**

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# **INSPIRATIONAL POEMS**

**Written by Brian Thomas (KIPNspire)**

## **GREATNESS**

Greater is he who seeks an ending untold  
Who strives to break the mold  
Who pieces together when things unfold  
Who desires to be a guardian over his soul

Greater is she who seeks a new beginning  
Who focuses on the finish, not caring who's winning  
More concerned about restraint from sinning

Greater is he who desires better  
Give in to the worldly views; never  
Dedicated to keeping his family together

Greater is she who loves without bounds  
Who is disciplined when no one's around  
Whose soul sits on solid ground  
Who fears not when the enemy surrounds

Greater is he who is gives his last  
Who is not restrained by his past  
Who stays dedicated and joyful during his fast  
Who's betterment makes him an outcast

Greater is she who strength is built to endure  
Who seeks wise counsel when she's unsure  
Who looks to the heavens for a spiritual cure  
Who seeks to keep her temple pure

Greater is he, Greater is she  
To all who simply strive for better, then greater are we

Brian Thomas (KIPNspire)

## **WITHSTAND THE PAIN**

It has to get dark before the sun creeps through  
the skies

It's always dark before you open your eyes

It has to get dark before you turn on the light

If you never go to battle, you'll never learn to fight

If you've only felt pleasure, then you wouldn't  
withstand the pain

If you have only seen the light, the darkness will  
put you to shame

We are put in storms to make us better

Remember the light will shine after all the  
stormy weather

If the darkness is too much for you to sustain

You must remember the sun can shine through  
the rain

As the darkness comes and the pain begins to rise

Remember the light will always shine in the  
morning, when you open your eyes

Brian Thomas (KIPNspire)

## **PURPOSE**

I am dedicated to becoming educated  
And education is the combination  
Of character and intelligence  
So simply I desire to make my life have relevance  
I seek to inspire those who have a strong desire  
For self-improvement while helping others  
Giving to the next man regardless of his color  
This song of hope that I long to sing  
I pray will be engrained in my offspring  
I hope that my life is an example for those to come  
I pray the next generation will see the solution and  
refuse to run  
Stay put and embrace the betterment of us all  
Be ready to stand for righteousness and spiritual  
freedom at the next call  
I am dedicated to becoming educated  
And education is the combination  
Of character and intelligence  
So simply my people, I desire to make my life have  
relevance  
What's your purpose?

Brian Thomas (KIPNspire)