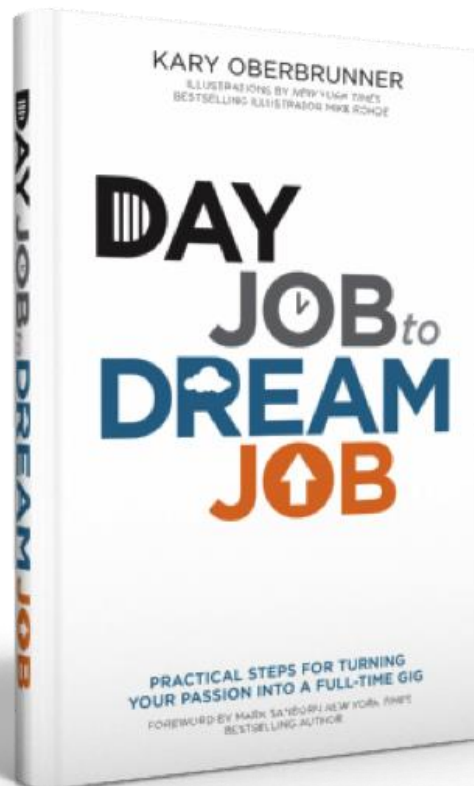

DAY JOB to DREAM JOB

PRACTICAL STEPS FOR TURNING
YOUR PASSION INTO A FULL-TIME GIG



MEDIA KIT

What you need to know
to sound like you've read the book

DAY JOB to DREAM JOB

I can roll with the interview no problem. I've done hundreds of them. Regardless, I feel like a little preparation always helps. I know you're busy. If you can read the book great, but I don't expect you to. This is why I created a media kit with interactive links, benefits from the book, bullet points, takeaways, interesting facts, and summaries.

Even though we both know you're a genius—with this kit—you'll be able to let it show even more.

When I'm doing our interview it's the most important thing in the world to me. I'm committed to making you the hero and your audience the focus. I'm here to serve you, not the other way around. I know if I do my job well your audience will feel valued and they'll naturally be interested in the book.

I've created this media kit to make your job easier. If you need anything else, please email me. I can't wait for our chat.

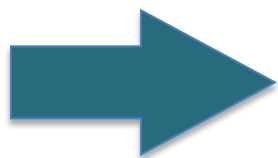
Kary Oberbrunner
kary@karyoberbrunner.com

Oh yeah, once the interview posts, please send me all the relevant links. I'd love to send my traffic your way. And be sure to check out this special password protected page with all kinds of additional graphics, social media helps, tweet bars, etc. I created it especially for my interviews and my launch team. You'll love the tool kit and pictures at the bottom of the page.
<http://www.dayjobtodreamjob.com/team/>

password = shawshank

"With clear and concise insight, Kary offers a road map that guides you toward your dream. If you're one of the 86 percent unhappy with your current job, this book is the perfect place to start making changes."

—Chris Guillebeau, *New York Times* bestselling author of *The \$100 Startup*



Summary

DAY JOB^{to} DREAM JOB

Millions of people are squandering their talents and wasting their time in jobs they don't love. They feel trapped and dissatisfied, afraid to risk their financial security to pursue their dreams. But anyone can make the leap from day job to dream job--with the right amount of knowledge, encouragement, and guts.

Author, life coach, and speaker Kary Oberbrunner shows readers how to launch their dream jobs and experience the freedom to go as they please, earn as they wish, and live as they like.

His nine proven steps will help readers "jailbreak" from their day jobs without relying on an MBA, investors, or a lucky break. They'll discover how to:

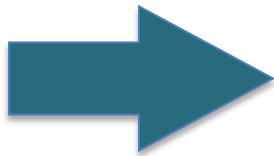
- *overcome self-limiting beliefs that sabotage success*
- *start lean and stay lean by ignoring conventional thinking*
- *build a dream team of experts committed to their cause*
- *carve out a niche and get noticed in a noisy world*
- *market beforehand to create critical momentum*
- *monetize a message to its full potential*
- *achieve personal clarity, competence, and confidence*
- *earn greater influence, impact, and income in the marketplace*

Through sharing his own story and the success of others who have followed his process, Kary shows readers that anyone can turn their passion into a full-time gig.

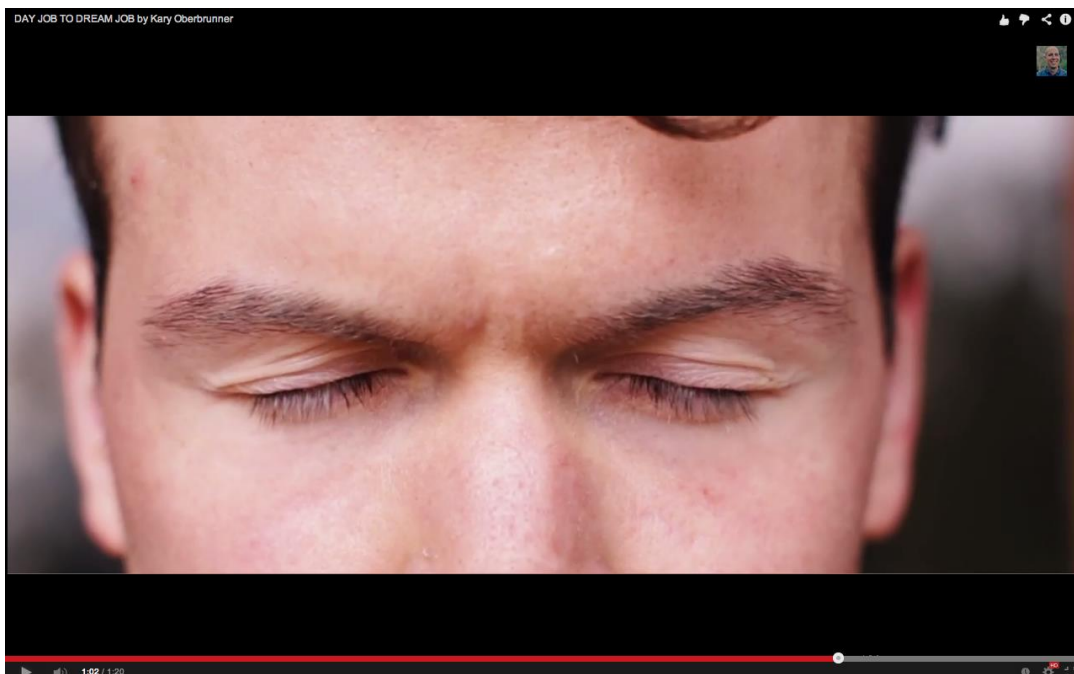
INTERESTING FACT: Kary wrote much of the book inside **SHAWSHANK PRISON** (The Ohio State Reformatory). He sat inside the same prison cell Andy Dufresne (played by actor Tim Robbins) served solitary confinement as punishment for playing his famous anthem of freedom.

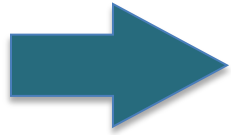


INTERESTING FACT: Kary and his team returned to SHAWSHANK PRISON to film the 90 second book trailer. [Chris Guyot](#) directed the trailer (Previous projects include work on Nickelodeon and Game of Thrones.) [Jérémie Carlson](#) acted. NFL player [Roy Hall](#) did the voiceover. [Dream Job Bootcamp](#) alumni played extras.



Watch the Book Trailer Below





About Author

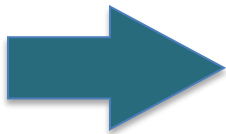


OTHER BOOKS BY KARY OBERBRUNNER

The Deeper Path
Your Secret Name
The Fine Line
Called
The Journey Towards Relevance

Kary left his day job to pursue his dream job – Igniting Souls. Through his writing, speaking, and coaching, he helps individuals and organizations clarify who they are, why they are here, and where they should invest their time and energy. Kary struggled finding his own distinct voice and passion. As a young man, he suffered from severe stuttering, depression, and self-injury. Today a transformed man, Kary invests his time helping others achieve their true potential.

Kary is the founder of Redeem the Day, which serves the business community, and Igniting Souls, which serves the non-profit community. Kary is also a founding partner on the John Maxwell Team and the author of several books. He and his wife Kelly are blessed with 3 amazing children and live in Ohio.

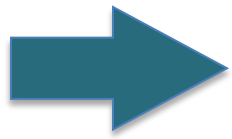


WHY READ NOW?

1. Day Jobs are killing people*

- **STRESS** = 70% of American workers experience stress-related illnesses.
- **BURN-OUT** = 34% think they will burn out on the job in the next two years.
- **HEART ATTACKS** = The Los Angeles Times reports that there is a 33 percent increase in heart attacks on Monday mornings.
- **INJURY** = Entrepreneur magazine adds that there is a 25 percent increase in work-related injuries on Mondays.
- **DEATH** = According to the National Centers for Disease Control and Prevention, more people die at nine o'clock Monday morning than at any other time of day or any other day of the week.
- **SUICIDE** = Male suicides are highest on Sunday nights, with men realizing that their careers—and possibly their finances as well—are not where they want them.

* Research from *48 Days to the Work You Love* by Dan Miller.

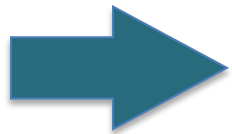


WHY READ NOW?

2. Our world and workforce has changed

- **UNEMPLOYMENT**= In the last five years, the unemployment rate approached 10 percent.¹
- **JOBS**= The Bureau of Labor Statistics (BLS) reports that people hold an average of eleven jobs just between ages 18 to 44.²
- **CAREERS** = The average US worker will have many careers—seven is the most widely cited number—in his or her lifetime.³
- **LENGTH** = The BLS reports that the median number of years that wage and salary workers remain with their employer is 4.6 years.⁴
- **ROLES** = Studies estimate half of the American workforce will soon consist of freelancers, consultants, independent contractors, entrepreneurs, “electronic immigrants,” and so forth.⁵

In summary, the average worker will change her career seven times, hold eleven jobs before the age of forty-four, remain in her current place of employment for less than five years, and probably move into a freelance/independent contractor role.



WHY READ NOW?

3. Creating your Dream Job is easier now than ever

1. **MORE ACCESS** = If you know the right rules and abide by them, no one is beyond your reach. Examples: \$100 Startup Story / Tony Blair Story
2. **MORE RESOURCES** = If you know where to go, the world is at your fingertips, literally. Examples: over 1 million apps / Darren Hardy “564x more likely to succeed than 13 years ago. You have your own TV channel, PR firm, magazine.
3. **MORE CONNECTED** = If you can get online, you can run your businesses. Examples: Mike Myers story / Coffee Shop Story...no need for an office
4. **MORE INCENTIVE**= If you don’t have to stay, why would you? Examples: Design your life and fit your career in the margins.
5. **MORE INSTRUCTION** = If you read this book, you can plan and implement your escape. Examples: The book shows you how in 9 steps (the Dream Jobber plan)

 **TAKES YOU THROUGH 3 PHASES**

DAY
JOB *to*
DREAM
JOB

PRISON > PLAN > PAYOFF

THE DREAM JOBBER PLAN

1: DESIGN Your Story

Your GPS Dictates Your Destination

2: DESIGN Your Space

Our Experience Reflects Your Values

3: DESIGN Your Service

Choose Your Solution, Then Your Service Style

4: CREATE Your Platform

If You Want to be Heard, You Must be Seen

5: CREATE Your Product

Products Increase Influence, Impact, and Income

6: CREATE Your Promotion

Market before You Manufacture

7: MAINTAIN Your Community

Every Dream Needs a Team

8: MAINTAIN Your Clarity

Complexity Kills Clarity

9: MAINTAIN Your Credibility

Success Is Found in Singularity



INTERVIEW TOPICS / FOCUS

Your Day Job Will Kill You (*Prison*)

In our interview we can talk about the Day Job PRISON.

What's better? To die instantly? Or to die slowly throughout your career? To lose your life with one action? Or to lose your heart with a thousand tiny compromises? Swiss psychiatrist Carl Jung said, "The greatest burden a child must bear is the unlived life of the parent."⁶

When disengaged parents or guardians come in from a long day at work their first response is to kick the proverbial dog out of frustration. When they do they're kicking much more than the dog. They're kicking their children's hope and optimism about their own future. Children take cues from what they see. They watch closely and listen intently. If their parents or guardians feel trapped, enslaved, or angry about their jobs, then they figure, *What hope do I have for my own future?*

Their undeveloped minds struggle to understand the logic of staying in school only to eventually enter a job they're going to hate. Perhaps this is why over eight thousand United States high school students drop out every day.⁷ They rationalize, *Why exert the energy if frustration is all I have to look forward to?*

The disengaged and actively disengaged, all 70 percent of them, cope by compartmentalizing their pain. They convince themselves they can be engaged in their "personal lives" even though they're disengaged in their "professional lives." Unfortunately, this strategy doesn't work. Who we are is who we are, wherever we go. If you're imprisoned at work you're not free at home. Your mind doesn't simply stay at work. It travels with you.

How to Turn Your Passion into a Full-time Gig (*Plan*)

In our interview we can talk about the PLAN you need to do your Dream Job.

You can't just go pro with your passion. You need a plan. In the book I share 9 steps that make up the Dream Jobber Plan. I'd be happy to talk through some of these steps. Pick one or a few (from the list above) that look interesting and we'll chat about them.

Book Excerpt:

Andy didn't back down from Red's rationale. He knew something the other prisoners didn't—hope. For them it was a word. For Andy it was an escape. And that's just what Andy did. He converted his attitude into action and devised a strategic escape plan.

That's what made him different. That's why he walked with a stroll. While rest of the prisoners suffered from an internal prison, Andy knew freedom even before he tasted it. Although imprisoned on the outside, Andy was already free on the inside.

Similarly, I want to help you create an escape plan. Before I do, you'll have to admit that you're a prisoner. If you're still in denial then I can't help. But if you want to escape your day job and enter your dream job, then I'd be honored to help you imagine and implement your own escape plan.

The Benefits of Doing Your Dream Job (Payoff)

In our interview we can talk about the Dream Job PAYOFF.

Doing your dream job will give you increased freedom, finances, and fulfillment.

Freedom—and go as you please

Finances—and earn as you wish

Fulfillment—and live as you like

Book Excerpt:

Andy eventually escaped Shawshank Prison. By developing his plan and envisioning his payoff, he ran toward his future and escaped his present.

Obviously he didn't want Shawshank—no one would. But toward the end of the movie we find out what he actually wanted—a life in Zihuatanejo.

Andy told his friend Red about this little Mexican town right on the Pacific. He chose the Pacific because the Mexicans say the ocean has no memory. Plagued with a heavy past, Andy wanted to create a new life. He informed Red about his dream to open a little hotel right on the beach. He'd buy a worthless old boat and fix it up like new to take guests out charter fishing.

Here are just some of the benefits our clients are experiencing:

Day Job Benefits	Dream Job Benefits
Sit in an office	Go where you want
Work 9 to 5	Work when you want
Look busy	Be productive
Expect a set pay	Set your own pay
Put off retirement	Take mini-retirements now
Boss = other people/things	You're the CEO of YOU

➡ SAMPLE INTERVIEW QUESTIONS

1. Why did you write the book?
2. Why do you say our Day Jobs are killing us?
3. You say the world and workforce have changed. What evidence do you have and why does this relate to your book?
4. You wrote much of this book in Shawshank prison, why were you inspired to go into a prison when writing about our Day Jobs?
5. You talk about the need for a plan and then you provide 9 steps in your book. Why is having a plan so important?
6. Share one of the 9 steps from your Dream Jobber Plan and why is it critical?
7. Why is it easier now than ever to create your own Dream Job?
8. What are some of the benefits of creating your Dream Job?
9. Why did you feel the need to escape your Day Job?
10. You and your team now run a Dream Job Bootcamp. People from all over the world attend. Some bootcamps are online and some take place at Shawshank prison. Why do people come and what results are you seeing?

➡ NEXT STEPS FOR YOUR AUDIENCE

Some of your listeners may want to learn more about Dream Job Bootcamp™. This unique program allows them to craft their Dream Jobber Plan with me through a powerful coaching relationship, live calls, videos, and curriculum. You can find out more at DayJobToDreamJob.com or by watching the video below.



My team and I also created some free assessments and training videos for your audience. This content will help them take a step toward becoming a **Soul on Fire**. True transformation happens when we understand **WHO** we are, **WHY** we are here, and **WHERE** we are going. Another way to say it is when we know our **IDENTITY**, our **PURPOSE**, and our **CONTEXT**.

My passion is to Ignite Souls. Your audience can access these free tools at [KaryOberbrunner.com/igniting souls](http://KaryOberbrunner.com/igniting_souls). The image below will help you visualize our unique process.



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¹ United States Department of Labor, "Bureau of Labor Statistics—Labor Force Statistics from the Current Population Survey," <http://data.bls.gov/timeseries/LNS14000000>, accessed April 22, 2013.

² United States Department of Labor, "News Release—Number of jobs held, labor market activity, and earnings growth among the youngest baby boomers: results from a longitudinal survey," July 25, 2012, <http://www.bls.gov/news.release/pdf/nlsoy.pdf>.

³ Carl Bialik, "Seven Careers in a Lifetime? Think Twice, Researchers Say," *The Wall Street Journal*, September 4, 2010, <http://online.wsj.com/article/SB10001424052748704206804575468162805877990.html>.

⁴ United States Department of Labor, "Bureau of Labor Statistics—Employee Tenure Summary," September 18, 2012, <http://www.bls.gov/news.release/tenure.nr0.htm>.

⁵ Dan Miller, *48 Days to the Work You Love*, (Tennessee: B & H Publishing Group, 2010).

⁶ Oregon Friends of C.G. Jung, <http://ofj.org/lecture/lecture-unlived-life>, accessed January 26, 2014

⁷ "High School Dropout Statistics," *Statistic Brain*, <http://www.statisticbrain.com/high-school-dropout-statistics/>, accessed June 30, 2013.