SALESEDGE FIELD GUIDE / ENGLISH EDITION

WORK WORTH CHOOSING

Build useful skills, visible evidence and better career options.

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Individual personal and professional use.

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WORK WORTH CHOOSING

Choose a skill hypothesis, practise deliberately and create evidence a client or employer can evaluate.

START WITH USEFUL WORK

“Follow your passion” can be an unhelpful instruction when you do not yet know which work you want to do. A practical alternative is to investigate what you can become good at, who needs it and whether you want to spend time doing it.

Competence does not guarantee enjoyment, income or recognition. Interests, working conditions and personal circumstances matter too. This guide proposes a way to gather evidence instead of waiting for one perfect calling: choose a useful skill, practise a narrow part of it, produce a real example and test the response.

You are building options. A stronger skill and a credible portfolio can support a better conversation with an employer or client. Neither makes you irreplaceable, and neither removes the need to understand the market you want to work in.

WHAT MAKES A SKILL COMMERCIALLY USEFUL

Specificity. “Good at marketing” is difficult to evaluate. “Can investigate why qualified leads fail to book a consultation” describes a problem, a context and a possible result. Specificity helps a buyer understand where you fit. It does not mean that you must stay in one narrow niche forever.

Repeatability. A single successful outcome may include luck. A documented process helps you explain how you work, where judgement enters and what conditions affect the result. You do not need to pretend that every project will end the same way.

Demand. A rare skill is not automatically valuable to a particular customer. Someone needs a problem solved, sufficient urgency and a realistic ability to pay. Research those conditions rather than assuming that a fashionable job title proves demand.

Write a first skill statement: “I help [type of team] address [specific problem] by producing [useful output].” Treat it as a hypothesis. The next steps are designed to challenge it.

FIND THE OVERLAP BETWEEN APTITUDE AND DEMAND

Map your current strengths. List five tasks for which you have evidence of good work. Use feedback, completed projects and observed results. “People say I am creative” is a starting clue; a clear example of a useful campaign concept is stronger evidence. Also record which activities leave you willing to practise again.