

# CAREER-DEFINING GOALS

Strategies for Setting Better Objectives and Achieving More

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## A Note from the Author

You are driven. You're committed. You're relentless.

I don't even have to know you personally to know these things are true. Why?

Because you're an entrepreneur. Business ownership comes with countless risks and requires full dedication. You wouldn't be running your own company if you weren't ready and willing to pursue your dreams relentlessly.

But it's not enough to have determination. You also have to know how to choose the objectives that motivate you most (they're probably not what you think they are.) You need to zero in on the metrics that provide the best information about your progress. And you need a well-strategized plan for growing your business week by week, month by month, year by year.

Goal setting is a skill in and of itself. I know this from personal experience. Like many home service entrepreneurs, I launched into business ownership expecting to succeed through instinct, vague objectives, and tenacity. It wasn't until I began to understand the principles of effective goal setting that I started seeing real growth. The best part? I quickly learned that I could actually shoot much higher than I originally intended.

This free ebook is a big-picture introduction to the ideas and practices that helped me build 911 Restoration into the ever-expanding company it is today. If you'd like to take a deeper dive into the world of self-development, I invite you to check out my book [\*How to Transform Your Mindset and Become a Self-Made Success Story\*](#). You can also find daily tips and expand your professional community in the [Get Out of the Truck Facebook group](#). And be sure to follow Get Out of the Truck on [Facebook](#), [LinkedIn](#), and [our website](#) so you don't miss any new educational resources or practical tools.

Business ownership is a bold undertaking. The life of an entrepreneur can be fulfilling, but it's never easy. My team and I are always here to offer guidance, solutions, and camaraderie. Please let us know how we can be of service to you.

—Idan

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# A Smarter Way to Set Goals in the New Year (and All Year Long)

Remember how inspired you used to feel at the beginning of a new year? All that motivation to start over, conquer new goals, and take your personal and professional life to the next level . . . the New Year used to brim with possibility.

But now things are . . . different. You've opened so many years with bright eyes and big ambitions, only to close the year in the same place you were 365 days before. Over time, your goals begin to feel more like fantasies. You start to believe you're not really capable of achieving your dreams. If you were, you would have by now.

If this is hitting home, be assured that this year *can* be different.

The problem is not that you're incapable of reaching your goals. It may not even be that you lack willpower or discipline.

It's just that you're setting the wrong goals and the wrong system for fulfilling those goals. You are—to put it frankly—setting yourself up to fail.



## Why Traditional Goal Setting Doesn't Work

If you're like a lot of people, your list of goals looks something like this:

- Double profits
- Win a professional award
- Lose 20 pounds
- Spend more time with family

These are great goals to have, but focusing on the achievements makes it harder to reach them.

Why?

Well, let's take a closer look at the weight loss goal.



These are great goals to have, but focusing on the achievements makes it harder to reach them.

You want to lose 20 pounds. You've heard you can lose weight quickly with the keto diet, so you order three books about keto. You create a meal plan for the first seven days. You make a huge shopping trip to stock up on staples of the diet. You get home and prep your food for the week.

As the week starts, motivation is high. You're excited. Inspired.

But at the same time that you're making this revolutionary change in your life, you *still* have a full schedule at work. You still have fires to put out, meetings to endure, new clients to win over. Your kids need help with homework and want to see your face in the bleachers at the next little league game. Your spouse is counting on you for moral support through a personal challenge.

By the end of the week, you just don't have it in you to plan perfectly portioned keto meals for the next seven days. So you figure you'll take it day by day. But this proves more difficult than you expected. So you just try to make low-carb choices and hope for the best.

By week three, your diet is over, you're back to old habits, and you consider this failed experiment evidence that losing 20 pounds cannot be done. You decide weight loss isn't a realistic possibility for you, whether it's because you're too busy, too disorganized, or not disciplined enough.

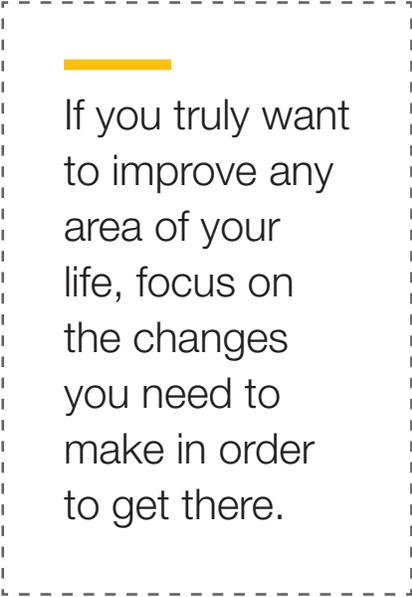
## Focus on Changes, Not Achievement

The problem most people have is that they're chasing an end goal. They expect to get a specific result in a specific time frame using a quick fix method. And when that doesn't work, they bail on the goal altogether, believing they've proven to themselves that they just cannot do it.

If you truly want to improve any area of your life, focus on the changes you need to make in order to get there. Whether you want to lose weight or open a new store location, you can only accomplish these things by making a personal transformation.

You don't lose weight by ordering books and going shopping. You lose weight by making small, gradual changes that train your mind to prioritize wellness.

You don't expand your business with a sudden burst of aggressive marketing. You grow an enterprise by learning to [think like a successful business owner](#), discovering how to invest your time, resources, and creativity most productively.



If you truly want to improve any area of your life, focus on the changes you need to make in order to get there.

You cannot create a whole different life in a matter of weeks. But you can start making changes tomorrow that add up over time to build the life you want.

And believe it or not, the smaller those changes are in the beginning, the wider you open the door to transformation.

## Start Small for Guaranteed Success

Change is hard. It just is. A lot of people get tripped up in the pursuit of their goals because they think change wouldn't be hard if they were tougher. They charge forward with a brand new routine and feel like a failure when it doesn't work.

You've got to let that mindset go. You've got to accept that change *is* hard. It's hard for everyone. And the best way to guarantee your success is to start small.



Let's go back to the weight loss example. Throwing yourself into the keto diet overnight didn't work because it introduced too many changes to your day-to-day lifestyle. You either had to carve out an unrealistic amount of meal prep time to make it work, or abandon the goal altogether. There was no in-between. So, when you couldn't realistically make a complicated new diet part of your existing lifestyle, you technically failed at reaching your goal.

Now, imagine if that goal was defined differently. Let's say you decide you want to live a healthier lifestyle, starting with drinking 64 ounces of water a day.

You get a 32-ounce water bottle to keep at your desk and make sure you get through two full water bottles each day. And that's it. Just for right now, that is your only goal.

You may have to set some alarms to remind yourself to drink water throughout the day at first, but it's such a small effort, it's easy to succeed. You feel good about yourself and motivated to tackle the next small change.

Now you're going to set your morning alarm fifteen minutes earlier so you have time to eat a healthy breakfast instead of running out the door with a high-sugar energy bar.

With these easy-to-maintain changes, you develop an ongoing pattern of small victories. That success propels you forward, keeps you motivated, and adds up to bigger gains down the road. These adjustments also become habits, and your habits inform your mindset. You start thinking about healthy living beyond your eight glasses of water a day. Before you know it, it's easier to make the larger changes, like fitting in a daily jog.

In time, you become a healthier person. And you may even become a person who is 20 pounds lighter.

## Setting Yourself Up for Success in 2021

Most people are pretty bad at setting expectations when it comes to goals. We tend to *overestimate* what we can achieve in *one* year while we *underestimate* how much we can accomplish in *five* years.

It's great to wish for a specific outcome. Your dream of a thriving business or unforgettable vacation or fulfilling marriage is an excellent motivator.

But it is important to remember that the path to that dream depends on a series of small, personal changes, and these changes are gradual. A brand new life takes time. It's a process, not a destination.

As you look at your goals for the new year:

1. Think about how you need to transform in order to reach those goals and sustain that change over time.
2. Determine the series of small changes you can make for a gradual, successful transformation.
3. If you slip up, forgive yourself and get back on track.

This approach may feel too slow at first, but I promise you'll be surprised how far you've come by the year's end.

Wishing you a bright new year, bursting with possibility . . .

# Discipline for the Undisciplined

Discipline is the foundation for success.

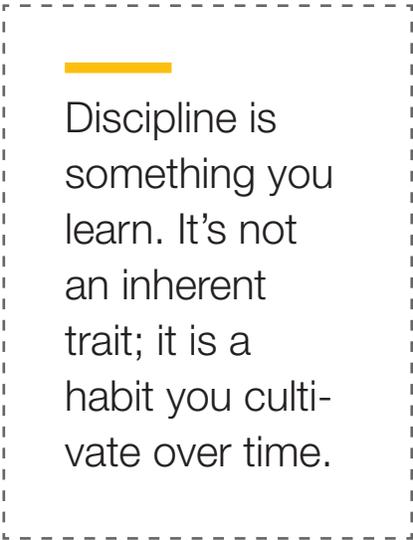
You probably don't need me to tell you that. You're probably well-aware that a consistent, deliberate routine of hard work and focus are key to achieving your goals.

But if you're like a lot of people, you've already dismissed "discipline" as a trait you just don't have. You were born without it. After all, if you were a naturally driven person, wouldn't you have reached your goals by now?

Here's what's wrong with that reasoning:

Discipline is something you learn. It's not an inherent trait; it is a habit you cultivate over time. Now, learning this skill isn't easy, and it isn't always comfortable, but it can change your life.

So, how do you get started?



Discipline is something you learn. It's not an inherent trait; it is a habit you cultivate over time.

## **First, understand what we are talking about when we talk about discipline.**

When we think of someone who is disciplined, we tend to think of the most intimidating examples . . . soldiers who sleep four hours a night and push themselves to physical extremes during the day. Or Olympic athletes who have spent every free moment practicing their sports since the age of four.

While images like these serve as very inspiring examples of commitment and drive, all you need to consider right now is this definition:

*Discipline is about committing to a routine that helps you direct your energy toward the goal that matters most to you.*

That's it.

## **So, how do you determine the steps you need to take to achieve your goals?**

Tony Robbins often says that “Success leaves clues.” In other words, look to those who have already accomplished the things you'd like to accomplish. Examine how they got where they are.

Let's say you want to build your roofing business into a nationwide franchise. When you research entrepreneurs who have already done this, you find that their path to success included things like:

- ❖ Studying role models in their field.
- ❖ Access to an inspiring mentor.
- ❖ An ongoing commitment to personal development.
- ❖ Relationships with other professionals who could help them out.

So, what do *you* do?

You commit to a plan that includes:

- ❖ Studying the work of remarkable entrepreneurs.
- ❖ Connecting with a great mentor.
- ❖ Setting aside time to continuously develop as a person and enhance your professional skills.
- ❖ Networking and attending events that allow you to build relationships that could lead to new opportunities.

Seems easy, right? So why do so many of us struggle with discipline?

## Cultivating discipline begins with changing your mentality.

Most likely, you grew up learning how to fit in.

In school, you were encouraged to focus on passing tests and repeat the answers you were taught. At home, you probably observed that your parents made do with whatever financial and emotional circumstances they were faced with, rather than pushing for more.

Ultimately, you were handed a specific definition of reality, and your job was to simply do your best within that box.

Discipline is difficult because your mind has been trained to make the most of what *is*, and discipline requires you to commit to what could be. It means betting on your vision for the future, and that's an incredibly difficult shift to make! A change like that requires courage, strategy, and faith in yourself.

So don't beat yourself up for not being a "disciplined person." But don't settle, either. Reinvent your mindset so you can create the life you deserve.

Here's how:



## Start small and set yourself up for success.

First, take a moment to realize what you want for your life and what steps you need to take in order to get there.

Second—and this is important—don't launch into accomplishing all these steps immediately. It's too much. Even if you feel inspired and charged up today, you cannot cultivate the discipline of a soldier overnight. If you try, you'll fail, and once again you'll convince yourself that you are inherently undisciplined.

Instead, start developing self-discipline by establishing simple, easy-to-follow rules for yourself. Things like:

- Going to bed at a certain time.
- Waking up at a certain time.
- Drinking a glass of water first thing in the morning.

If you're eager to change your life, these miniscule changes may feel pointless. What does drinking water have to do with your entrepreneurial ambitions?

A lot more than you might think. These small steps train your mind. They work that all-important commitment muscle. You eventually discover a snowball effect. Each new rule becomes easier and quicker to adopt, and before you know it, you're all-in on the steps you need to take to make your dreams come true.

## So, how do you decide which small rules to start with?

I encourage you to ask yourself two questions.

*First: What three small things can I do every day to put myself in a great mood?*

Your attitude has a huge influence on your ability to focus and commit to your goals.

When I wake up every morning, I spend three minutes in appreciation before I even get out of bed. I give myself a moment to lie still and think about the things I am grateful for, the things in my life and work are going well. By starting the day on a note of appreciation, I position myself in a positive mentality and remind myself that the work I've done to improve my life is already paying off.

What similar routine can you create for yourself?

*Second: What three small things can I do every day to get closer to where I want to be?*

One of the biggest mistakes you can make while working towards your goals is to try going from 0-100 . . . making major changes right away that are bound to fail because you're not ready to sustain that new routine.

Here's an example of what I mean:

I do a lot of mentoring and coaching for my franchisees. One of their biggest priorities is to build up their professional relationships. I advise them to do this by spending ten minutes a day connecting with other professionals on [LinkedIn](#) or in the [Get Out of the Truck Facebook group](#). That's it. Just ten minutes a day. Will they see huge results in the first month? Probably not. But after six months, they will have developed several new relationships and discovered new opportunities because they created a sustainable system for growing their network.

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Don't overwhelm yourself with one big change. Stack smaller changes.

## **You can be a Disciplined Person.**

You can. Not only does the potential exist within you, but it's also easier than ever to develop any skill. We live in a world of unlimited tools and information. You can learn almost anything *for free*. In fact, [Get Out of the Truck](#) is constantly adding free tools and training materials to help you dream bigger and achieve more.

You are not limited by access to resources. You are not limited by your own potential. The only thing that limits you is your mentality.

[Begin retraining your mind today](#) and watch your life change for the better.

# Don't Work Hard to Buy Diamonds. Work Hard to Become a Diamond.

What is the goal that motivates you as you approach a particularly challenging day? What ambitions help you find the strength to confront an overwhelming workload, a difficult conversation with an employee, or an impossible budget decision?

Do you think of your long-term objectives—the second house, dream vacation, or financial portfolio that will represent your reward for all this hard work?

A lot of business owners use visions of the future to keep themselves pushing forward in the present. And keeping your eye on the next peak *is* a great strategy for getting through the valleys of your journey as a business owner. The only problem is that some rewards are more motivating than others... and we tend to overestimate the motivational power of material success.

Simply put, if you want to build a thriving, fulfilling career, you need to stop working so hard to buy diamonds and start working hard to *become* a diamond. Strive to learn and evolve as a human being. The house and vacation will follow.

Here's why.

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## Personal Growth is the Fastest Path to Professional Success

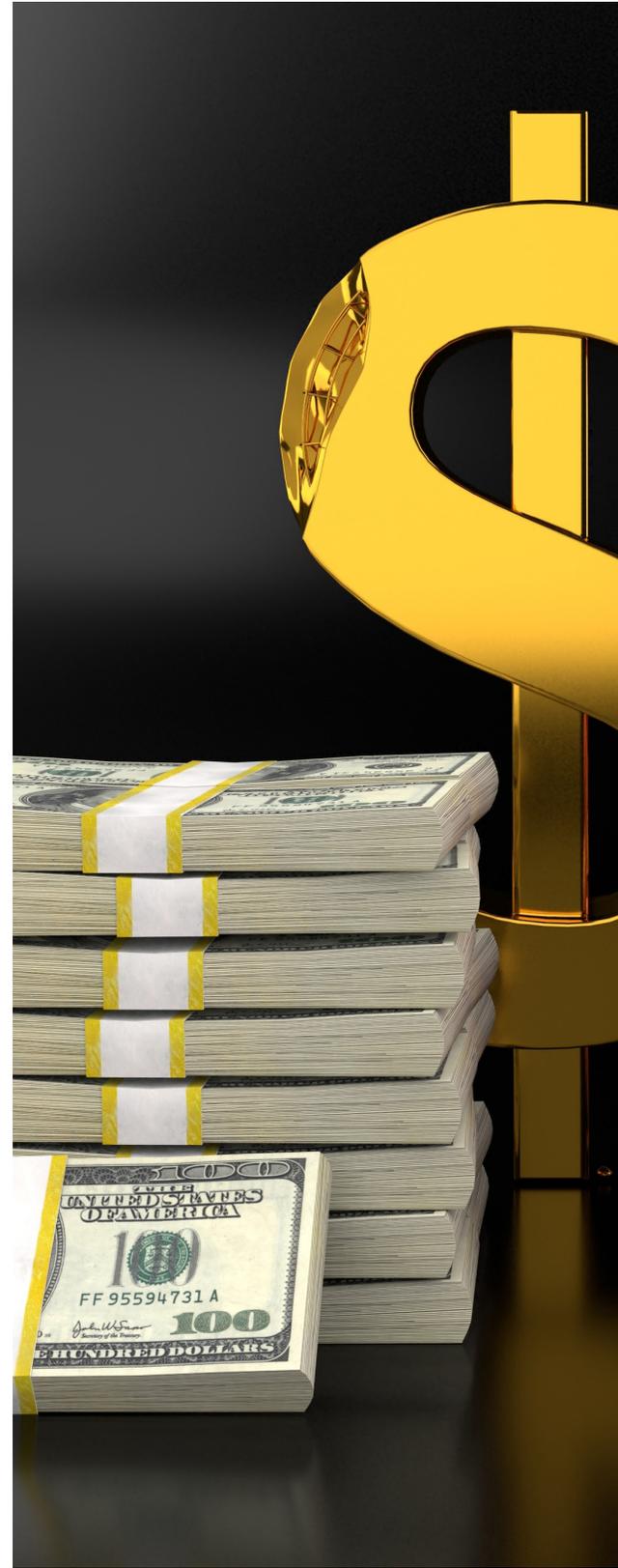
Let's say two guys have the same dream of conquering a fourteen-mile hike to the top of a mountain, even though neither one of them does a lot of hiking.

The first guy focuses on the goal of reaching the peak. So he goes straight to the trailhead, makes it up a few steep switchbacks, then gets worn out and turns back. He does this a couple more times before finally determining that he just isn't built to do this hike. He gives up and sets his sights on a shorter trail and a lower peak.

The second guy focuses on the goal of becoming a strong and resilient hiker. He looks up videos that show him which muscles to strengthen for steep trails. He spends every weekend taking less demanding routes in the mountains to help his body build endurance and adapt to the altitude. He finds out what to eat, how much water to bring, and what mental exercises will help him manage fear on a narrow mountain path. By the time he does the actual hike, he has become the type of person who could definitely handle this challenge.

You are more likely to reach your loftiest goals—and reach them more quickly—when you focus less on chasing down an outcome and more on becoming the type of person who has the skill set and character needed to get results.

If you don't take the time to acknowledge where you are now and how you need to transform in order to create the business of your dreams, there's a good chance you're going to fall short of your ambitions. More crucially, you may interpret



that failure as evidence that you are not capable of reaching your objectives. And that is *never* true. You have limitless potential as long as you are willing and eager to grow.

## Personal Growth Creates Immediate Fulfillment

Another major benefit of focusing on self-development is that you're able to find fulfillment in your career immediately.

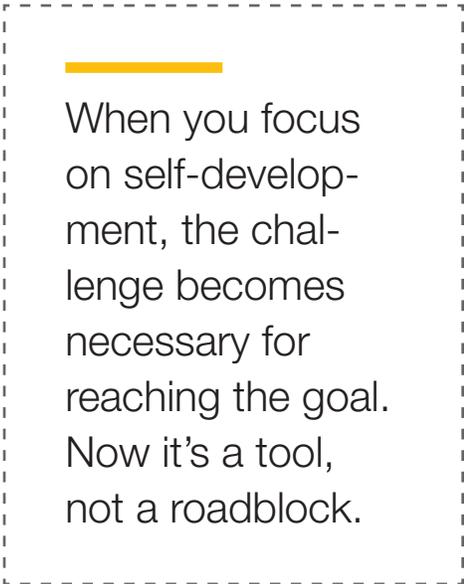
If your focus is on buying your dream car or winning an award, you create a situation in which you can only feel fulfilled *if* and *when* you reach your goal.

Think of the guy who went straight to the trailhead with an interest only in reaching the peak. Every failed attempt was a letdown. The decision to try an easier trail was a mark of failure.

Meanwhile, the other guy succeeded in his objective of personal growth every day. As long as he continued to challenge himself, learn, and evolve, he had a success to celebrate.

On some level, we know that our material goals offer limited fulfillment. That's why you feel that sense of doubt when you're trying to convince yourself that the big obstacle facing you today really will be worth it when you can finally buy that vacation home in five years.

On the other hand, if you tell yourself you can use this struggle to become more patient, more resilient, or a better leader, you are much more likely to find the inspiration you need to keep moving. After all, when you focus on self-development, the challenge becomes necessary for reaching the goal. Now it's a tool, not a roadblock.



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## How to Become a Diamond

Now you have a philosophical sense of what it means to work hard to become a diamond. But what would that actually look like in your daily life?

First, I recommend setting aside some time to imagine the version of yourself who is best suited to live out your purpose and achieve your long-term goals. Ask yourself:

- How does this person handle conflicts at work?
- What essential traits does this person have?
- How do they think about themselves and the world?
- What do they do to stay clear-headed, focused, and energetic?
- How does this person make others feel?

Then, without shaming yourself for any shortcomings, compare this vision of your future self against who you are now. In what ways are you on the right track? Which areas require more growth and improvement?

For each area of growth, make a list of positive habits you'd like to adopt in order to work towards becoming the best version of yourself. For example, if your future self has more energy than your current self, you might consider new habits like drinking more water, getting more exercise each day, or eating more leafy greens.

Finally, choose one super small habit to launch your mission of personal growth. You don't want to be "all in" from Day One. You won't be able to sustain major changes right away. But when you start with a small change, you're likely to succeed, which keeps you motivated to pick up the next new habit.

Ultimately, it is important to have material goals in mind as you build your business. When you know how much you want to earn or grow, you know how to strategize and evaluate the efficacy of your efforts. So by all means, do pay attention to the numbers.

But when it comes to the way you approach your day mentally and how you seek fulfillment, you're better off worrying less about how many diamonds you can buy and more about how brightly you shine.



# Stop Feeling, Start Calculating: Using Metrics to Set Better Goals

A lot of tradespeople dream of becoming successful business owners, of creating a thriving company—a legacy—that can be passed onto their children.

But when many tradespeople try to make the move from employee to business owner, they find that building a business is much, much harder than they imagined. If I'm describing you—if you feel stuck and you're wondering if you made the wrong decision—let me assure you that it's not too late to turn things around. You absolutely can be the successful entrepreneur you have always dreamed of becoming.

I would know. I had that dream, too. I moved to the U.S. with only \$1,500. We got jobs as carpet cleaners, then used the knowledge we gained from that experience to open our own carpet cleaning service. That humble enterprise grew to become 911 Restoration, now recognized by Entrepreneur as one of the best and fastest growing franchises in the United States.

So it's safe to say that the dream is possible. But you can't get there if you're still stuck in a tradesperson's mindset.

I meet a lot of business owners who struggle to keep their company afloat. Like me, they have a background in the trade itself. They know their field backwards, forwards, and inside out. They do outstanding work, but they're not seeing the profits they want. Why not?

I've talked before about how struggle is a signal that something needs to change . . . a sign that you are out of alignment with the person you hope to become. If you're a tradesperson-turned-entrepreneur, there's probably a very good reason you're not seeing the numbers you want in your bank account. It's not about skill. It's about mentality.

## To succeed in business, you need a business mindset.

*If you are running your own company, it's time to stop thinking like a tradesperson.*

Your hands-on knowledge about the service you provide is definitely valuable when it comes to relating to employees and upholding a high standard of service. But to rake in the cash, you must also become an expert in business.

What's the difference between thinking like a tradesperson and thinking like an entrepreneur?

Well, there are many different aspects to the business mindset, but let's start with the basics. To make a lasting transformation, you have to take it one step at a time.

And the first, most important step?

### Know your numbers.

As a tradesperson, you've probably measured a lot of your success by how you feel. Sure, you place value on concrete victories like a problem solved or a paycheck earned. But when it comes to the business itself, most employees get satisfaction from thoughts like:

*"That customer interaction felt really positive."*

*"It felt good to do such a good job."*

*"I feel tired and content after a day of hard work."*

As a business owner, however, you can't afford to judge success by how you feel, and you certainly can't base major decisions on an inkling. You have to turn your focus to cold, hard facts. You have to set goals that can be measured with numbers, and you have to keep a close watch on the statistics that indicate how successful your efforts have been.

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## Step One: Start with the key metrics that have the biggest impact on business growth.

You know as well as I do that it's easy to get into the weeds when you start going over numbers. Keep it simple for yourself by starting with the most essential metrics.

Let's say for example that your goal is to reach \$1 million in sales with a 20% profit. Start with that target and then break down the other figures necessary to reach that goal. These are your key metrics:

- ❖ **Total Sales:** Your goal is \$1 million.
- ❖ **Average Job:** Let's say you bring in \$2,500/job on average.
- ❖ **Number of Jobs Needed:** If you divide your sales goal (\$1 million) by the average transaction amount per job (\$2,500), you can see how many jobs you need to do in order to reach that sales goal. In this case, the number is 400.
- ❖ **Conversion Rate:** To get a realistic understanding of what it takes to reach that sales goal, you need to take a look at your current conversion rate or set a goal to improve your conversion rate. Either way, let's say you're anticipating a CR of 50%.
- ❖ **Leads:** If you're trying to reach a goal of 400 jobs with a 50% conversion rate, you then need to generate 800 leads.
- ❖ **Profit:** To achieve that 20% profit goal on \$1 million in sales, you need to bring in \$200,000 in profits.

Now you have your goals right in front of you in black and white. You know what targets to aim for and you know how to measure your growth.

Now what?





## Step Two: Create monthly goals.

Break these metrics into monthly goals. How many leads do you need to generate each month? How many jobs?

Make a habit of checking in with your progress constantly. These numbers tell you everything you need to know about how—and *if*—your best efforts are getting the results you want. If you fail to meet any of those goals, the number that's off reveals which part of your business needs tweaking, whether it's transaction rate, lead rate, or something else.

The biggest problem I see among business owners is that they go back to feelings and instinct when making important decisions. For example, it's very common for new entrepreneurs to blame the marketing. They feel like business would be better if they had flashier ads or more money to pour into brand awareness. But the numbers tell a different story. Maybe the leads are coming in, but the conversion rate is down. In that case, they don't have to worry about attracting more customers. They have to figure out why those customers aren't converting.

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When you learn to focus on the numbers and examine them critically, you start to see major changes in the success of your business.

If you could use a little guidance for analyzing metrics and making decisions from an entrepreneurial mindset, I recommend checking out the free tools available at [GetOutOfTheTruck.life](https://getoutofthetruck.life). The [Business Plan Wizard](#) and [SWOT Analysis](#) tool are especially helpful for translating your goals and priorities into a clear plan of action.

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## **The key is to be patient with yourself.**

Many of us just somehow fall into the business we are in because a family member or good friend connected us to the industry. If you're like a lot of entrepreneurs, you haven't been prepping your whole life for this line of work, and you definitely didn't train to be a business leader. You're learning as you go, which means you're bound to stumble. But rest assured: you're more than capable of growing your business into an enterprise you can pass on to your children . . . as long as you're willing to learn and evolve.

Just start by making simple changes that shift you from a trade perspective to a business mindset. And for your first change, set feelings aside and focus on numbers, because that adjustment is going to have the most powerful and immediate impact on the health of your company.

You got this. I promise.

# More Resources

The ideas covered in this ebook will definitely help you make that all-important shift from a tradesperson mindset to a business mindset as you work to start or grow your business. But there is still so much more to learn. Our team at Get Out of the Truck has developed these great resources to help business owners like you dream bigger, reach higher, and achieve more.

## Free Tools

[Business Plan Wizard](#): Building a strategy for success is easier than you think. Answer a few questions regarding your goals, current performance, and overall vision. Our free tool generates a quality business plan and reveals your potential growth over five years.

[SWOT Tool](#): With so many moving parts and so much on the line, business decisions can be overwhelming. Our free SWOT tool uses a series of simple questions to help you determine the best course of action for your company.

[Job Description Tool](#): Many employees underperform simply because they don't know what's expected of them or they don't see how their job fits into a larger vision. This free tool guides you through the process of developing a clear, comprehensive job description so both you and your staff are equipped to measure employee success and push for excellence.

## Further Reading

[How to Transform Your Mindset and Become a Self-Made Success Story](#): This short, straightforward book provides a deeper dive on the topic of self-development. Discover actionable advice for growing your business by changing the way you think about yourself, your company, and the world.

[Get Out of the Truck: Build the Business You Always Dreamed About](#): This no-nonsense book is a concise guide for anyone still trying to run a business using a tradesperson's mentality. Learn how to think like an entrepreneur when it comes to building a team, selling a service, scaling your business, and more.

## Connect and Grow

Follow us for daily tips on [Facebook](#), [LinkedIn](#), and [Instagram](#).

Join our Facebook group, [Get Out of the Truck: Grow Your Home Service Business](#). In this group, you'll find exclusive business tips, daily inspiration, updates on new services and tools, and—most importantly—endless opportunities to connect and network with other professionals in your field.

Finally, keep checking in on the [Get Out of the Truck website](#). Our library of resources and services is constantly growing. There is always something new to discover.