SPOTLIGHT COACHING

The Story Advantage

Stop sounding like every other qualified candidate.

5 questions to uncover the stories that prove your value so you can **get hired faster.**



A CAREER REFLECTION GUIDE

A note from your coach



Ferrell Marshall

Career coach, executive resume writer, and storyteller

- Founder, Spotlight Coaching
- 20+ years at PwC, from jr. secretary to HR manager to marketing leader for Southern California, Las Vegas, and Phoenix
- Former recruiter and trainer
- Award-winning actor
- *Toast of the Resume Industry* (TORI) Award 2024, and Nominee 2025: Best Classic Difficult Transition Resume, Career Directors International
- Certified Virtual Coach; certified in Storytelling for Influence (IDEO U); trained in Speaking & Influence Mastery (Mindvalley)

Hi, I'm Ferrell.

I've sat on every side of the hiring table. I've been the candidate, the hiring manager, the recruiter, and the career coach.

And I've been where you are.

During a long job search of my own, I sent resumes everywhere, blanket style, hoping someone would choose me. Mostly, I heard silence. That's not surprising, because I had no clarity about what I wanted, what I was capable of, or how to talk about myself.

It started early in my career at PwC. I spent a year and a half being groomed to become the Director of HR. Then new leadership learned I was an actor and determined I wasn't director material. I lost the promotion. Looking back, I didn't know my story well enough to tell them why I could do the job, so I didn't fight for it.

On my first day as VP of Major Gifts at United Way of Greater Los Angeles, my boss mentioned I was an actor. After losing that promotion at PwC, I knew I had to hide that part of myself, so I quickly changed the subject. A top donor and leader in the city looked at me and said to never hide this talent and to be proud of it, because that experience made me stronger in all that I do.

That moment changed my life.

I launched Spotlight Coaching at the intersection of my corporate career and my life as a performer. When you know your story and understand the value you bring, everything changes.

These five questions are where I start with every client. Answer them, and you'll have the raw material for a story that shows why you're the right person for the role.

Own your spotlight.

The silence has a reason

You updated your resume.
You refreshed your LinkedIn.
You're applying. Maybe you're even interviewing.
And still, no call, no reply, just silence.

So why aren't you getting hired?

Hiring teams review hundreds of resumes for a single role and meet many qualified candidates. Your experience gets you considered. A story that shows your impact sets you apart.

The reason you keep getting overlooked is that no one can tell what makes you different, or why you are the right person for the position.

That changes when you tell the story only you can tell.

You've spent years gaining expertise, solving problems, leading people, creating results, and making a difference. But somewhere along the way, it can become surprisingly easy to lose sight of why you are so good at what you do.

Especially if you've been laid off, pushed out, overlooked, worn down by a long career, or simply reached a point where you know you're ready for something different.

Before you spend any more time on the usual rewrites, refreshes, and submissions, pause to remember the work that mattered.

Your story is the foundation

for how you share your value and secure your next opportunity.

Don't just tell them you're qualified.
Show them why you're the one to hire.

Your five questions

How to begin

Take your time. There are no perfect answers. Start with whichever question sparks something. A name, a place, or a situation you remember is enough to begin. Then add three things: what was happening, what you did, and what changed. That's the shape of a story. Use these pages or a notebook to capture what comes to mind.

1 What are the top three things you are most proud of in your career?

Name them, then choose one to tell as a story. What was happening, what did you do, who were you working with, and what changed because you were there?

2 When did you have to make a difficult decision, one where the easy path and the right path weren't the same?

Maybe you spoke up, held a line under pressure, or chose a harder path. What was at stake? What did you decide, and how did it turn out?

The strengths behind your stories

3 What do people come to you to help solve, again and again?

Think about what colleagues, clients, or leaders trust you to handle. Recall a specific time someone needed your expertise. What did you do? How did you make a difference?

4 If a stranger asked what you do, how would you answer in one sentence? Then in 30 seconds?

Start with the sentence (not just a title): what you do and why it matters. Then add one proof point to stretch it to 30 seconds. In an interview, the same answer grows to about 90 seconds: where you are now, what you've done, and where you want to go next.

Give them something to remember

5

If a recruiter asked, “Why should we hire you for this position?” which story from your career would you tell?

Whether or not they ask it, every hiring team is wondering it. Think about the work you want to do next. Which story shows something you could bring to that work? You don’t need a perfect interview answer. Begin with what happened and why it matters.

Just for you

BONUS

What brings you real joy, and how might your next chapter make more room for it?

This can be about the people, activities, or experiences that light you up beyond work. Let it remind you what you want this next chapter to make possible.

What to do next

You just did something many job seekers skip. You stopped, looked back, and remembered what you've accomplished.

Your stories can shape how you introduce yourself, what your network understands about you, what belongs on your resume and LinkedIn profile, and how you talk about your value in an interview.

That's exactly what I help people like you do inside **The Spotlight Path**, a 12-week program where your story becomes the foundation for your resume, your LinkedIn profile, your networking, and your interviews, across three modules:

Getting Grounded | Getting Visible | Getting Hired

You walk away clear on your story, confident telling it, and visible to the people who can say yes.

Want help landing your next job?

Request your free 20-minute Story Review.

What we'll cover:

1. We quickly review the story your resume and LinkedIn profile are telling today.
2. We talk through where your search feels stuck and the role you want next.
3. You leave with what's working, what to sharpen, and your next step.

Every week you wait is another week your story goes untold.

BOOK YOUR CALL TODAY

Or reach me directly: ferrell@ferrellmarshall.com | spotlightcoaching.com

What clients say about Spotlight Coaching

"Working with Ferrell was a valuable and energizing experience. She brought a thoughtful, motivating presence to the process and offered strategic insights that helped me stay focused and confident in a competitive job market - exactly what I needed during a pivotal time in my career."

Nayiri Bartl
HIRED: COO, Tenet Healthcare

"Ferrell helped me with every phase of the hiring process. She drew out the very best qualities in me and helped me feel amazingly prepared and confident throughout. This was pure gold to me."

Harsimrit Kaur Khalsa
HIRED: Director of Operations, KIIT Company

"Ferrell was super knowledgeable, professional and patient during the resume process. She took her time to understand me and my professional background and provided lots of tips during interviewing. Super great person to work with!"

Mallory Dunn
HIRED: Content Director, Danger Jones

"Ferrell is more than an exceptional coach - she's a deeply skilled listener, thoughtful developer, and masterful wordsmith. Anyone serious about growth will find her guidance profoundly impactful."

Melody Wilson
Consultant, Strategist, and Founder, Almaleza



Helping you shine in the moments that matter

Ferrell Marshall

Career & Story Coach

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