



We Will Call You

You live in a world where you either hit or miss—and you can't afford to miss. Losers quickly fall off the radar screen, but no search party is organized to find them.

Being a hit is both an art and science. Like everything you do you need to understand what is required and learn how to deliver it bringing your personal style to it. Trying to manipulate anyone will not work. Losers think they are pulling the wool over someone's eyes. The manipulated person will know soon enough and may refer you to the authorities rather than to other possibilities.

Today, we live in a winner-take-all world. Unless you are famous, gorgeous or there is a special reason for someone to know you, you are just another person. People usually know us in some context such as being a country singer or an accountant. For example when your Sociology Professor goes to a grocery store across town and takes a number at the deli counter, he becomes that number. Unless he does something to stand out or draw attention to himself, he probably will never be noticed.

Sometimes you want to be a number. You may not feel like talking and want to blend in. Most of the time, however, you do want to be seen, recognized, heard, remembered, and liked. In particular, if you are seeking a job, you need to make your presence known and convince a potential employer to take a look at your resume, interview you, and hire you.

When seeking a job, applying to an Ivy League school or at an open audition a good idea, a pretty face, and enthusiasm are not enough.

No one looks forward to looking for a job. Whether you want a new job or need one the only way you will get one is began your search. If you are not comfortable presenting yourself in these situations you are beaten before you start.

Being qualified through education and experience is not enough in an age of "Facebook" and "You Tube." Your ability to communicate clearly and perform well in front of the camera, are now key factors in deciding whether you are "The One" for the job." Important decisions need to be made on the spot whether you are working at home, at your local café or in your office.

Today you have to convince people you don't know and who don't know you all over the world that you can deliver what you promise. Gone are the days when just being you was good enough to be a success. Many people falsely believe you just need to be yourself and everything will be honky-dory. Wrong.

When you do things right you will be "The One" called.

Make Your Presence Known