



## ***Make Your Presence Known***

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

Sometimes you want to be a number. You may not feel like dressing up or talking and want to blend in. But, most of the time, you want to be seen, recognized, heard, remembered, and liked.

When a professor goes to a store across town and takes a number, he is that number. A green light may call him, or he may hear next in line. Unless he does something to draw attention to himself, he will be served but not remembered.

When you are actively seeking work, you need to make your presence known and convince a potential employer to take a look at your resume, interview you, and hire you. If you are not comfortable presenting yourself and what you have to offer, you are beaten before you start.

In most cases, a pretty face and claiming you are the best person for the position or assignment are not enough when the competition is stiff. Getting accepted to an Ivy League school, winning the role of a lifetime at an open audition, or finding your dream job that pays what you want requires an unforgettable presentation and is helped by some pazazz.

Increasingly education and experience aren't enough in an age of information overload and Facebook, Zoom, and YouTube. Your ability to communicate clearly and perform well in front of a mic and camera is essential in deciding whether you are "the one."

You must convince people you don't know from different cultural backgrounds that you can and will deliver what you promise. Many people falsely believe all you need is to be relaxed, and you and everything will be hunky-dory. Wrong. You need the appropriate presence.

Being unforgettable is both an art and a science. You need to understand what is required in the situation and know how to deliver it to a particular audience bringing your style.

Trying to manipulate anyone or a business as a strategy will not work in the long haul. Losers think they are pulling the wool over someone's eyes, but they never know when or if they will be caught.

The most effective strategy is to have a proven presentation and deliver it so that the audience can't forget it – one without the other limits the probabilities of success and personal satisfaction.

**Be a Hit®**