



Make Your Presence Known

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.

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 grocery store across town and takes a number at the deli counter, he becomes that number. A green light may call him, the number on the ticket, or the phrase 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 unless the firm needs your skillset and believes you are the best person for the position.

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 some pazazz.

Increasingly being qualified through education and experience is not enough in an age of information overload and "Facebook" and "YouTube." Your ability to communicate clearly and perform well in front of the camera is now increasingly important in deciding whether you are "The One."

You have to convince people you don't know from different cultural backgrounds that you will deliver what you promise. Many people falsely believe all you need is to be yourself, and everything will be honky-dory. Wrong. Today you need presence.

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

Trying to manipulate anyone or business as a strategy will not work. 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—one without the other limits the probabilities of success and personal satisfaction.