

# STRATEGIES FOR CAREER SUCCESS



Welcome to **Strategies for Career Success** newsletter published by Pathways Career Success Strategies.

Every month we offer effective strategies to assist you in your career development or job search.

If you haven't already subscribed to our free monthly newsletter, sign up today!

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## Find Your Niche in 2006

Successful business owners know that to be successful you need a niche. The same goes for individuals and their careers.

On a recent trip to New York City, I came to the realization there's a niche for everyone! In the middle of Times Square stood "The Naked Cowboy." He wasn't really totally naked, after all he did don cowboy boots and hat, and underwear, while strumming a guitar. What a marketing gimmick! He earns his money from tips onlookers leave in his boots and sells items on his own web site.

While standing nearly naked in the middle of New York City may not be your niche, it's important to find out what is.

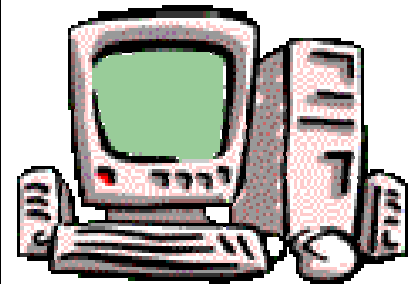
### Self-Assessment

Finding your niche isn't an event, it's a process. It requires a time commitment, but the effort can reap a big reward: your dream job. To get started, a thorough self-assessment is in order. Take stock of your interests, work values, skills, personality, financial needs, and lifestyle.

### Researching Your Options

Your self-assessment should illuminate some careers for you to consider. Researching those options is your next step. What do you need in order to move into a new career? Is further schooling necessary? Learning more about these new careers will help you determine which one is the best fit for you. Research those options by talking to others in that field, reviewing trade journals, etc. You may want to invest in meeting with a career counselor to help you navigate this process.

Don't sell yourself short. If you're unhappy in your career, research your options.



## Top 5 Tips for Email Etiquette

1. Don't use all capitals- it looks like you're yelling.
2. Put a subject in subject line.
3. Try not to be oversensitive- assume the sender means goodwill.
4. Don't send email when angry. This can come back to haunt you.
5. When sending a resume & cover letter, be clear on whether or not the company accepts attachments.

### Good News!

**Strategies for Career Success** is now published monthly. Every month receive great career tips from Pathways Career Success Strategies.

## Work/Life: A Balancing Act

You're interviewing for a job and are concerned about work/life balance. How can you determine a company's expectations are without asking?

First, research the company's culture by looking at their literature and web site.

Below are some tips to uncover a potential employer's expectations:

- Ask to talk with potential co-workers
- *After* being offered and *before* accepting a position, ask questions such as:
  - Do you have flexible scheduling?

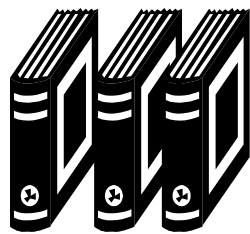
-Do you offer tuition reimbursement?

How those and other questions are answered can tell you a lot about the company's culture.

Let's say you find that workers telecommute a portion of the week, others start work at 7

a.m., and yet others begin their work day at 9 a.m. In talking with another potential co-worker, you find that she is pursuing a degree related to her job and the company is funding a large percentage of it.

You may decide that this is a company that sees the importance of



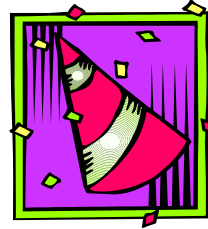
work/life balance and one in which you would like to be a part.

Do your research to find a job that allows you some balance.



## Top 10 New Year's Career Resolutions

1. Take a class to learn a new skill.
2. Build and maintain your network.
3. Make your boss look good by doing the best job you can.
4. Read trade journals or other literature related to your field.
5. Join an industry-related professional association.
6. Update your resume.
7. Volunteer to serve on a committee at work.
8. Look and act professional.
9. Dress for the job you want.
10. If you don't like the career you're in, consider exploring a career change.



***"Happiness is neither virtue nor pleasure not this thing nor that but simply growth. We are happy when we are growing."***

**-William Butler Yeats**