



EmpowerChangeNow Newsletter

Life Transformations, LLC. – *empowering change*

Life Transformations was

founded in 2003 by Joanne Aaronson. Joanne's mission is to foster empowerment in the individual to achieve his/her ideal life including relationships, career, and financial situation. Or for the executive, to achieve Enlightened Leadership to empower their best organization possible. The [Empower Change Now Newsletter](#) was started in 2007 to support this mission by sharing information about the underlying paradigm shift necessary to empower change in the individual for unlimited possibilities.



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Dear Readers,

It's important to start with self evaluation when looking for a job in order to stand out from the crowd. Also, we must remember to take breaks or we run out of steam and make mistakes. These are the topics of this bi-monthly newsletter.

As usual, I welcome your comments or experiences with this material.

Always in light, Joanne

Self Branding for Career Success

Looking for a new job is much like marketing a product. We should think of ourselves as the product! How can we make ourselves stand out from the crowd in this time of "buyer market" where there can be hundreds of potential applicants for just one position? Here are some tips to differentiate ourselves:

- ◆ What is the purpose/role of the product? This relates to what you actually do in terms of your key skills and how you want to apply them. Think back over the last three jobs you've held and what you've really loved (and hated) about them. How can you capture not just the standard jargon about leadership, analysis, or project management but the specifics about how you applied these skills? Examples could be led teams to success, proven track record of bringing projects in, commendations for quality control; etc. These skills are then very specific to you and how you have used your skills to be "different" and "accomplished".
- ◆ Translate the key items to a marketing sheet. This is your resume. Take the results of the first step and add your skills to the specific jobs where you can show case what you've done in a very specific way.
- ◆ Benefits of the product. Show how you've contributed to the bottom line and the goals of the organization. Add these items to your resume.
- ◆ Business development. If you were development a business line for your product you'd have a speech prepared in case you met potential clients. So, have an "elevator speech" ready to recite convincingly to every potential person with whom you network for ...Cont'd..... Pg. 3

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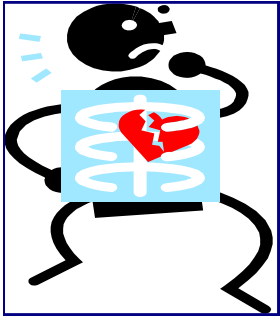
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Know When to Take a Break

Everyone is rushing around. There's so much to do. Perhaps you have to travel for business or just travel around town. Or, maybe you have lots on your plate and rush from activity to activity to complete all the stuff you need to get done in your life. When will it ever end? How do you know when you need a break?

It may seem like a simple question, but many of us don't listen to our bodies, so here are some tell tale signs:

- ◆ Making mistakes: another sign to watch out for is increasing errors. When we get over tired, are stressed or are just too distracted from so much going on at the same time, we begin to make mistakes. When I was a task lead for a major deliverable, I told a woman that had been working late hours to go home and start fresh the next day. She was so happy that she could get a good rest and did indeed get lots done upon starting anew.
- ◆ Getting sick or not feeling well: I seldom get sick but every now and then I catch a cold or even get a mild case of the flu. I would say that resting when my body tells me to rest, taking vitamins and basically trying not to get overly stressed contributes to rarely getting sick. However, when we don't take time out to rest, don't eat right and do get stressed, well, it's just a recipe for having our bodies take over with "I'm on a time out".
- ◆ Forgetfulness: are you starting to forget where the keys are or where you parked your car? Sure, we all have the occasional situation where we get distracted and misplace things; however, if you find that you're forgetting a lot, this could be a sign that you've really got too much on your plate. One of my clients changed his appointment to later in the month. I wasn't expecting him and didn't have a client so I was in casual clothes just hanging out that evening when I heard the doorbell ring. There he was. I greeted him surprised and reminded him that he had changed his appointment. Rather embarrassed he said that he had a cold, didn't feel well and was really glad that he could go home to rest. So, he forgot, made a mistake and got sick. Wow, all three of my signs for needing a break!
- ◆ An article in the *Venture Inward Magazine* of the Edgar Cayce.org states that always being on the road or being a frequent flyer can have a negative impact on a worker's health according to a recent study conducted at Columbia University and published in the *Journey of Occupational and Environmental Medicine*. Researchers found that persons who traveled more than 20 nights a month were almost three times more likely to report poor health than people who traveled less than 6 nights a month. The frequent travelers were also more likely to be obese as the infrequent travelers.



Remember:

- ◆ Clues for when to take a break
- ◆ Mistakes
- ◆ Getting sick
- ◆ Forgetfulness



Events and Happenings

My clients are overcoming their negative patterns, creating a vision for their ideal careers and finding the jobs of their dreams. Is it your turn? Call Joanne at 703-624-0130 for your complementary intro session.

Balance Your Life Corner



Life Transformations, LLC

Empowering Change

Reston, Virginia 20190

Tel: 703-925-9205

Mobile: 703-624-0130

Email:

joanne@empowerchangenow.com

Want to know more?

We're on the web:

www.empowerchangenow.com

Snooze or Lose

According to a study conducted at the University College London Medical School, "Sleep regenerates neurons that enable the brain to function optimally." Getting less than the recommended six to eight hours caused a decrease in cognitive performance. Surprisingly enough, after the five year study, those who increased their sleep also showed a decline in brain function possibly due to depression, heart disease or some other illness.

It would seem that we need a good night's sleep to function properly but if we sleep too much it can be a sign of our health taking a turn for the worse.

(Source: AARP The Magazine)



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a potential position. And remember this rule: follow-up with every lead that someone gives you since you never know where your next position will come from no matter how off the wall it may seem. I didn't have large government contractors in mind when I got laid off from the telecom industry but that's where I ended it. It was a good transition and certainly paid the bills. When I got the lead of a contact name and phone number, I followed up. It paid off with an immediate job offer!

- ◆ Is there a specific niche market? Keep in mind that the job is not just your skills. Remember the type of environment that you really want to work in. Do you need a certain type of team, location, professional opportunities, etc.? Think about all the variables that would make you successful and write these down so that you have a list. When you speak with potential employers, think about your list. Will you be happy with this company or are you just trying to get a job? If it's the latter, you'll be out of work again way too soon.
- ◆ Keep up appearances. Look the part of the position for which you are applying. Suits are still the rule for many environments whereas for others, it's business casual. Always be courteous, never talk over the interviewer or argue. If the interview doesn't go well, it wasn't meant to be. Just let it go and move on to the next one. And, send a thank you note. Follow up with a call based on how the interview went—from a few days to a week later.
- ◆ Be prepared. Think about the types of questions that the interview might include and be prepared for the answers. Always research the company so that you know to whom you are speaking. Nothing some important item that just happened to the company wins points and shows your level of interest. Follow these rules to be noticed. Good luck with the hunt!

