

The Young Professional Rockstar

10 steps to rocking your career right now



girl meets business



by angela marino



with jenny ferry, MA

The Young Professional Rockstar: 10 Steps to Rocking Your Career Right Now
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Action steps written by Jenny Ferry, MA

Table of Contents

Part One: Access (pages 1-18)

Step One: Get to know the Rockstar inside
Action Step: Discover your rock solid foundation

Step Two: Control your image
Action Step: BE a Rockstar

Step Three: Set a direction for success
Action Step: Create a Rockstar vision book

Part Two: Action (pages 19-44)

Step Four: Make valuable connections
Action Step: Rockstars have groupies

Step Five: Market yourself and stand out from the crowd
Action Step: Rockstars stand out on their own

Step Six: Push yourself into the uncomfortable zone
Action Step: Risk = Rewards

Step Seven: Spark action and create change
Action Step: Rock your ideas into implementation

Step Eight: Diversify your skills (and your income)
Action Step: Rockstars "own" their job security

Part Three: Advance (pages 45-50)

Step Nine: Rock it from anywhere and everywhere
Action Step: Develop your Rockstar statement

Step Ten: Don't stop... Keep growing!
Action Step: Creating time for growth

Final Thoughts (pages 51-57)

What's Next?
About the Authors
[Learn More](#)

What does it mean to be a Young Professional Rockstar?

Does being a Young Professional Rockstar mean having a fancy title? Being a young business owner? Making a six-figure salary by age 25? Being featured in a national magazine?

While being a YP Rockstar can include all these things, that's not what it's all about. A YP Rockstar is a young professional living life passionately and with purpose. Someone defining their own success and creating their own path. Someone who takes risk and who is not afraid of changing the world for the better. Someone like you.

No, I take that back. That someone IS you. Seriously.

You have potential to rock your career and your life. We all do. But, we let obstacles get in our way—our age, our finances, our gender, our circumstances. I'm not going to lie to you, these things can certainly be obstacles. In fact, I've experienced all of these obstacles at some point in my life.

Here's the lesson I've learned: No matter what obstacles are standing in your way, you can be a Rockstar.

Who are Angela and Jenny?

We're two professionals who want you to live the life of a YP Rockstar.

I'm Angela, the 27-year-old publisher of *Girl Meets Business*, a professional and personal development blog. As a student of all things related to development, I use *Girl Meets Business* to share with others what I've learned. I wrote this Ebook because it's the kind of thing I always wished was available for me.

Throughout *The Young Professional Rockstar*, you will learn about my journey toward Rockstar status. (I'll let you decide if I've made it there yet or not!) And, my goal is to send you down your own path towards Rockstardom.

Your story is no doubt totally different, so don't take my word for it. Make your own story, design your own way, and overcome your own challenges. This is your chance to create your own journey.

I partnered with Jenny Ferry, lifestyle design coach, to add even more experience to the mix. Every day Jenny guides young professionals towards becoming Rockstars!

At the end of each of the 10 steps outlined in this Ebook, you'll find a coaching exercise provided by Jenny. These action steps are designed to help you not just read about becoming a Rockstar, but truly become one!

What to expect in this Ebook

We hope to equip you with the knowledge and skills needed to truly rock your career and your life.

Each page has a "Learn More" section, so that you can discover even more resources. The following pages are divided into three parts:

Assess = Discover where you're at and where you're going
Action = Make it all happen
Advance = Take it to the next level

Let's get rocking!

Learn More: Websites

[Girl Meets Business](#)

[Crest of Your Life](#)

Part One: Assess

Step One: Get to know the Rockstar inside

Action Step: Discover your rock solid foundation

Step Two: Control your image

Action Step: BE a Rockstar

Step Three: Set a direction for success

Action Step: Create a Rockstar vision book

Step One: Get to know the Rockstar inside

Who are you?

It's not an easy question to answer. You are so many things—a composite of your strengths, your weaknesses, your talents, your personality, your experiences. And, you grow and change each day. The question, “Who are you?” can cause the most extroverted among us to squirm and the most practical to sweep it under the rug.

So, if the question is so difficult, why are we starting there? Put simply, the answer is one of the most important things you can discover. That's not to say that you can't get by without delving into this topic. Many people go through life without questioning who they really are. But, your goal is to be a Rockstar. And, Rockstars understand their foundation. They know what makes them tick.

Assess what you're good at

Where are you at right now? Are you on top of your game? Are you just getting started? Are you lost and confused? This isn't really about experience or age. You could be at the lowest level of your career and be rocking it. Or, you may have 20 years of experience and be totally clueless. Think instead about where you're

at in terms of personal and professional development.

Are you totally clueless?

- Confused
- Unsure of yourself and your abilities
- Frustrated

Are you a Rockstar?

- Confident
- Pursuing your passion
- On a path to success

Are you somewhere in the middle?

- Wanting to be successful, just not sure how to do it
- Unsure of who you are and where you're going

Where are you on this spectrum? Be honest with yourself. Go ahead and accept where you're at right now. In Step Two, we'll talk about where you're headed.

Explore your talents

Some people can explain their talents to you in detail. They know what they're good at and probably have for quite some time. If you're unsure of what your talents might be, here are a few tips to get exploring your natural abilities:

Go back to first grade

Think back to your childhood. Were you ever praised for your talents? Maybe it was sports, maybe it was art, maybe it was music. Or, perhaps it was something more subtle. Something that others didn't praise you for because it wasn't as obvious as other talents, like your amazing imagination or your ability to really listen when others spoke.

Listen to what people say about you

What comments do people make about you? Do you hear things repeatedly, like “I wish I could speak like you” or “You're really good at putting together those reports”? Pay close attention to these comments; they may have deeper meaning.

You can also ask around with your trusted friends and advisors: What do you see as my talents?

Own up to it

Are you just being humble? Get out a piece of paper and write down everything you're even remotely good at. Don't be shy! Write down every single thing. I bet you'll find a few gems of talent in there.

“Know thyself.”
– Plato

Step One: Get to know the Rockstar inside

Try new things

If you haven't discovered a talent yet, it could be because you just haven't had a chance to use it! Think of things you've always wanted to try, and start there.

Practice, practice, practice

Once you know what you're good at, you can focus on developing these raw talents. The way to do this is through practice, knowledge, and application. You know the saying, "Practice makes perfect." A lot of times, we actually don't focus on practicing our talents. Too many people think that if you're born with it, you shouldn't have to practice it. This just simply isn't true. While you may be born with natural talents, you don't come out of the womb as an Olympic athlete or a famous author or a computer whiz. You practice it. You work for it.

Don't assume you're the best you can be, even with your natural talents. Look to constantly improve and grow.

Consider the following questions:

- Have you identified your talents? What are they?

- What are you doing to improve those talents? Are you letting your talents lie dormant or are you nurturing them?
- Are you learning how to become even stronger in these areas? Are you challenging yourself?

Make connections between your talents and your career

How do your talents translate into your career? Some people have obvious connections, such as a talent for writing and a career as a copywriter. Others have talents that don't always translate over as easy.

Say you're an amazing basketball player. You have always been athletic and you consider this to be one of your greatest talents. But, you never quite made it to pro status, and now you work in HR. Is there any way to use your talents on the court for your career in human resources? Sure! Beyond pure physical athleticism, to be successful in basketball you need to be able to think strategically, plan ahead, and play well with others—all important qualities in HR!

Now it's your turn. How do your talents apply to your career?

Mind the gaps

Many of us focus on our weaknesses. It, for some reason, seems like eliminating weaknesses would be extremely productive. Heck, these are things we're always beating ourselves up for, wishing we could be better at. But, experts suggest this isn't necessarily where we should focus our efforts. They say, in many cases, the better use of your time would be to improve your strengths, the areas you're good at, than to put a lot of time in areas where you're likely to make only minimal improvements.

Sounds like a good excuse to ignore your weaknesses all together, right? Well, no, not exactly.

Imagine you're an awful public speaker (not too hard to imagine for a lot of us!). Whenever you get up stage, the words never seem to come out right. You can think them and you can write them, you just can't say them in front of a crowd.

Learn More: Books

[StrengthsFinder 2.0](#)
by Tom Rath

[GO Put Your Strengths to Work](#)
by Marcus Buckingham

Step One: Get to know the Rockstar inside

You know that in your field, if you want to advance, you must do some public speaking. Should you just avoid it altogether, assume you'll always be a bad speaker, and never advance? No!

Instead, read up on the subject, start practicing, and set small, attainable goals. You'll find that with the right focus, you can become skilled in something you thought was a weakness.

Understand your personality

Your personality can play a huge role in how you think, work, and act. It can also play a huge role in how other people react towards you. This makes understanding your personality even more important!

Imagine co-workers Kaylee and Sam. Kaylee is the life of the party. She loves being surrounded by people and could talk all day long. She's great at seeing the big picture, but not so great at the details.

Unlike Kaylee, Sam is all business. She is energized by interacting with others, but keeps the small talk to a minimum. She loves delving into the details and is a master at getting things done.

When Kaylee and Sam are assigned to work on a project together, things start off rocky. Not only does Kaylee begin every meeting by asking Sam what she did the previous night, but she struggles to get past the brainstorming stage.

With deadlines looming, Sam and Kaylee are at a standstill. They end up in their boss' office each explaining how the other person screwed up the project.

Sound familiar? These kinds of scenarios occur every day, often as a result of personality clash.

Does that mean we should find people with our exact personalities and just hang out with them? Absolutely not! There's great value in teaming up with people with differing personalities. Think of all the things you can learn through a different set of eyes!

In Sam and Kaylee's case, if they had understood their own personalities and how their personalities worked with others, they probably would have never ended up in the boss' office. Kaylee would have known not to give Sam the third degree on her personal life, and Sam would've

been able to effectively guide Kaylee into the task phase of the project. They could've used their personalities to benefit each other, instead of fighting about it.

You can explore your own personality through a variety of online tests and books. The Myer-Briggs Type Indicator is widely viewed as the authority on personality type. It, along with similar concepts, are explored on websites, such as [Myers & Briggs Foundation](#), [HumanMetrics](#), and [The Personality Page](#).

Personalities aren't good or bad, right or wrong. While debated, most experts believe you can't push yourself too far from your true personality, meaning it's hard to change it. So, once you learn about your personality, embrace it.

Putting it all together

Your strengths and weaknesses, your values and your personality are just pieces of the puzzle. Even put together, they don't define who you are. They do, however, help you get a better understanding, a glimpse, into you. Keep this self-discovery process going throughout the rest of the steps—and beyond!

Learn More: Websites

[Myers-Briggs Type Indicator](#)

[Keirse](#)

Action Step One: Discover your rock solid foundation

By Jenny Ferry

Rockstars know who they are

They're in touch with what moves them and singles them out from the crowd. At the core of who you are is your rock solid foundation that sets you apart. It's your values. And they're the blueprint to your rockstardom.

Did you know that your values represent who you are right now? And just to make sure we're on the same page, let's take a closer look at values and how they reveal who you really are.

Essentially, values are principles that you hold to be of worth in your life. Your values serve as a compass guiding your life choices and pointing out what it means to be true to yourself. Values are not the same as morals, ethics, fantasies or wishes. They are not who you would like to be or think you should be or what is expected of you by others.

Build your personal foundation

Values are the essence of who you are and the building blocks of your personal foundation. Values are things you care about and cannot live without. Values tend to whisper, whereas feelings and emotions tend to shout. When you understand and are clear about your own values, important life and career decisions are easier to make. When you honor your values on a regular and consistent basis, life flows effortlessly and is filled with possibility.

Identifying your values is one of the most important aspects of the goal-setting process, often catalyzing momentum – especially when you are stuck or paralyzed by inaction. You can use values to help facilitate fulfilling choices and strategize appropriate actions. Often, when a goal is not met, it is because the goal is not based on a core value.

Clarify your values

Clarify your values by answering the four questions below. Spend time both exploring your answer to each question and then taking time to write down your response.

1. Think of a special peak moment when your life was especially rewarding or poignant. Look for the values that were being honored.
2. Think of times when you were angry, frustrated or upset. Look for feelings and what value was being suppressed.
3. Look for what you must have in your life (other than basic needs) to be fulfilled.
4. Notice areas where you exhibit obsessive behavior (such as orderliness or punctuality) where you demand perfection from yourself and others. Look for the underlying value that has mutated to an extreme.

Action Step One: Discover your rock solid foundation

By Jenny Ferry

Sort out your values

For this activity, download the following [values sheets](#).

Cut out the individual 83 values and add any that you've identified through the four questions above. Let me suggest a few others that don't appear on the list: "Abundance," "Connection," "Community," and "Spirituality."

Don't be limited by those listed on the sheet. In fact, some may have no personal meaning to you at all. If so, just eliminate those from your selection process. Once you have a working list of values, sort them by the headings "very important", "important", or "not important." Be selective as you do this activity.

After you've sorted all 83+ values, look through the "very important" stack and identify your top ten values. Want a quick and easy way to find your top ten? Imagine you've been transported into an episode of *Lost* – or some other strange

and dangerous territory. Now answer the question, "If I can only take ten values with me, which are the ones I absolutely must have?" (Of course, they're all very important, but this activity can be very revealing as you work through).

Now that you've identified your top 10 values, jot them down in your journal or input your list into your mobile phone or laptop. Keep your values someplace handy where you can access them easily and frequently. Here are several ideas for using values regularly.

Assessment

How am I honoring my values at work? Which of my job responsibilities allows me to honor my values the most? The least? What would it take to live my values given my current job or circumstances? What's stopping me from honoring my values?

Decision-making

Will this action move me closer to honor-

ing my values or further away? If I make this decision, what values will I be living? How am I honoring my top ten values by making this decision?

Negative thoughts/emotions

What's important about me? What's important about my life? What are the most important connections (intimate, communal, spiritual) in my life?

Steven Stosny, Ph.D., author of [Love Without Hurt](#) suggests reminding yourself of your top ten values whenever you are triggered by negative thoughts or feelings. Doing so can assist you in regaining self-esteem and/or positive feelings quickly. Why? Because your values are invincible.

Step Two: Define your image

Your image is how other people see you

You may not think how others see you is important, but it is. It sounds harsh, but you are judged on all aspects of yourself, real and perceived. Whether you like it or not, people make snap judgements about you within the first three seconds of meeting you. And since there's not a lot you can say or do in those first three seconds, you're often being judged on your appearance—your clothes, your hairstyle, your cleanliness, the look on your face, the list could go on and on. So, in those first three seconds, what impression are you giving?

Rockstars have style

What do your clothes, make-up, accessories, and general appearance say about you? Since you control what clothes you wear and what accessories you put on, you have an opportunity to make a statement. I used to think that dressing like a conservative 50 year old would make me seem more professional. I was wrong. It only made me seem like a 22 year old with a really old sense of style.

I discovered that you need to choose a

style that reflects who you are. Your statement may be: The Put-Together Young Professional, The Stylish and Smart Woman, The Trendsetter, or The Classic Professional. Whatever style you choose, understand that this is part of the first impression you give.

Want more style?

Flip through magazines and cut out images you like. Use these images to make a style collage. Start your wardrobe by purchasing basic, quality pieces. Look for the highest quality you can find in your price range. When you start to see your wardrobe as an investment, you start to understand just what kind of impact your clothing can have on your image.

Don't be afraid to build a style that reflects your personality. No need to adopt a cookie cutter style, if that's not what you're into. Try mixing up a boring suit with a funky piece of jewelry from a craft fair. Or, if funky isn't your style, invest in a pearl necklace that goes with everything. The important thing is that your style should reflect you.

You've probably heard people say, "dress

for the job you want." While not exactly bad advice, it's a little limiting. Instead: Dress for the best you.

Rockstars have presence

Have you ever met anyone who everyone just seemed to be drawn to? They walk into a room, and everyone wants to talk to them. They're confident, poised, friendly. The kind of person you just want to be friends with. You can be that person.

The thing about presence is it's a state of being. It's a quality that just about anyone can master with a little practice and determination. Smile, hold your shoulders back, approach others, be warm and genuine, and others will be attracted to you.

Want more presence?

Enlist a trusted friend to take some pictures of you in everyday situations. While you're shopping or working or ordering lunch, have her snap a couple quick photos. (Tip: Cell phones make this easy and not weird!) How do you look in those photos? What does your facial expression say? What vibe are you giving off? Now, imagine what it would look like if you

Learn More: Articles

[Girl Meets Business: Do you have real style?](#)

[Girl Meets Business: Five ways to create a signature style](#)

Step Two: Define your image

had presence. What would be different?

Rockstars have confidence

Confidence is a YP Rockstar's best accessory. If you're confident, you'll be likely to gain the trust and respect of others. Like style and presence, confidence can easily be detected within seconds of meeting you. Trust yourself, and others will trust you.

Want more confidence?

Here's a secret: You can put yourself in the confident state of mind, even if you're not exactly feeling confident. And, when you're in that state of confidence, you will BE confident. That's right. Even in the most intimidating of situations, you can be confident by simply putting yourself into a confident state of mind.

Beyond first impressions

It sounds dramatic, but everything you say and do contributes to your image. That doesn't mean you have to walk around being completely fake or uber-professional at all times. That'd be boring (and silly)! Instead, know that just as you judge others for their actions, they're judging you.

Your attitude

Unlike your outside appearance, your attitude may not be readily apparent just by looking at you. But, it doesn't take long for people to figure it out, and the impression it makes can be indelible. Do you respond pleasantly when someone asks you a question, or do you roll your eyes and say, "How many times do I have to tell you this?" Do you complain when given an assignment you consider beneath you, or do you accept the assignment and delegate the portion you dislike the most?

Sure, everyone has off days. But, your attitude is a reflection on you and your future success. If you find you have a perpetually bad attitude, it may be time to figure out the source of the problem and fix it.

Your words

How you speak says a lot about you. Something as seemingly innocuous as saying "yeah" instead "yes" can be telling. Women especially need to pay attention to the language they use. Young professional women can use weak language, such as "I think" and "I'm not sure, but, you might want to try..." Using this kind of language takes away from our con-

fidence, presence, and attitude, making us seem insecure. Pay attention to your words. They may be saying more than you know.

Your stories

What kind of stories do you tell? Do you go on and on about your wild Friday night at the bar? Do you talk about your dates or your marital problems? Do you only tell stories about the dumb things you do? Do you not share anything at all?

Most people like to share their lives with others—and we spend an awful lot of time with our co-workers so it's only fitting we share a lot with them! Think about the stories you tell. Are they appropriate for your office? Do they put in you the best light? Do they cast you as the victim or the hero?

You can't take back the stories you've told in the past (unfortunately!), but you can have a positive impact on your image by changing the stories you tell in the future.

Try to tell stories that reflect the image you want others to have of you. Give others a reason to believe you're a Rockstar.

"What we think, we become" – Buddha

Step Two: Define your image

Your online persona

Your persona online is an extension of your physical persona. It should be used as a way to positively impact your image—and even further your career.

Far too many people have an online image that hurts, not helps. Here are some rules to follow:

Rule 1: Make your online image reflect your values, direction, and personality

No need to hide the real you. Just make sure you're projecting the image you want others to have of you. And, "others" includes future employers. This means taking stock of everything you do online—from your forgotten about MySpace page to your online portfolio to the results when you Google your name.

Rule 2: Keep private stuff private

If you're going to use your online profile to showcase your wild weekends, sexual exploits, or bad habits, keep it to your friends. Your real friends. Set up your profile so that you have to approve access to it, and only let in people you actually know.

Be careful, though, about anything you

post on the internet, whether it's kept to your friends or not. Before you post, ask yourself: Would I be embarrassed if my mother/best friend/boss/co-workers saw this? If the answer is yes, think twice before putting it up there.

Rule 3: Add value

It's one thing to share your lunch plans on Twitter, and it's quite another to make valuable connections. Consider what you can share that others may find valuable, inspirational, funny, or whatever it is you want to reflect. Consider, too, how you can use your online persona to add value to yourself.

Rule 4: Create a professional profile image

Your avatar is the image you use as your online identity. The most professional profile image is a real headshot of yourself. Whether you choose this route or not, be aware that your avatar is your face to the online world.

Create the image you want

Image is all about perception. It doesn't matter if you're the smartest person in your company, if your image says otherwise, nobody's going to believe it. It's no

fair, but it's the way the world works. You can control your image. It's up to you to project an image that reflects who you are.

Learn More: Book

[Radically Transparent: Monitoring and Managing Reputations Online by Andy Beal and Judy Strauss](#)

Action Step Two: BE a Rockstar

By Jenny Ferry

Set your intentions

In this coaching exercise, you'll learn a simple method for setting your intentions, for being who you want to be. By doing this, you can create a dedicated and sacred space for your life experiences. Intentions are set by creating an agreement with yourself about how you choose to BE in each activity or interaction you engage in. You can fearlessly and consciously set intentions each time you are facing an activity, interaction, area of growth or when self-criticism rears its head. When you are intentional about what you want to create, the conscious choice allows space and energy for what you want to develop to come into fruition. Ask yourself the following questions as you approach an activity or interaction:

1. In order to produce an extraordinary result out of this activity or interaction, who am I willing to BE? (pick as many qualities in the box on the right as fit or write in your own):
2. During my activities or interactions, am I willing to set aside perspectives, opinions, beliefs and thoughts that may be getting in my way of BEING how I've selected above?
3. Am I willing to be open-minded and fully engaged in order to BE how I've selected above?

Again, carrying your intentions – ways of being – around with you reminds you to ACT on them in an activity or interaction. Even better, memorize or use your intentions in a positive, present tense statement that you can repeat to yourself as a personal mantra. Example: "In one-on-one meetings, I am confident, clear and focused." Or, "In team meetings, I am alert, enthusiastic and present."

How do you intend to be?

Alert	Gentle
Appreciative	Grateful
Attentive	Joyous
Clear	Kind
Confident	Loving
Courageous	Open
Creative	Present
Empowering	Receptive
Enthusiastic	Spiritual
Flexible	Supporting
Focused	Truthful
Generous	Vulnerable

Action Step Two: BE a Rockstar

By Jenny Ferry

Coach yourself

Use self-coaching to take the bite out of self-criticism. Kathy Cramer, Ph.D., founder of Asset-Based Thinking shares this empowering activity:

Next time you find yourself getting frustrated, worried, or merely out of touch with your own achievements, take a personal inventory of everything you have achieved that day.

- List the achievements that give you a sense of pride and accomplishment
- Remind yourself of the assets (strengths) you used in the process
- Give credit to those who provided you with assistance
- Notice any windfalls or elements of “good fortune” that may have come your way

Practice taking this inventory three times: Once on your commute home, once at dinner and once before falling asleep. These three times provide a transition from sharp, analytical focused attention to a more diffuse, creative, permeable attention. This is the fertile ground for remembering your achievements and assets. Giving yourself asset-based feedback helps you transition from a focus on “doing” to a focus on “being” and allows you to appreciate yourself for who you are and the progress you have made.

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Step Three: Set a direction for success

What's your mission?

Now that you have a good picture of who you are and how you're perceived, it's time to figure out where you're going. What's your mission in life? If it sounds pretty hot and heavy—that's because it is!

Whenever I think of my mission in life, I think of my funeral. Morbid? Maybe a little. But, what I'm really focusing on is how I want to be remembered. At most funerals, family and friends suddenly forget all the wrongs you've committed, all the grudges you held, and all the vices you had. The eulogy that is given is about the best "you" possible. Wouldn't it be nice if your eulogy was about the real you, with no sugarcoating or omitting?

I've been to funerals of truly remarkable people and I can't help but sit in awe and think, "I hope that one day I will be remembered for such a generous and successful life." Of course, that leads me to think what people would say about me right now. Would they remember me for being nice or mean? Generous or stingy? Happy or depressed? Successful or unsuccessful?

What do I want to be remembered for?

That's the question that I want you to ask yourself, and the question that, I believe, leads you to your mission. So, what is it that you want to be remembered for? What do you want people to say at your funeral? Go ahead and get out a piece of paper and write it down. When you do, you may be surprised at what you learn.

Next, write down the answers to these questions:

- What does success mean to you?
- What makes you happy?
- What are you passionate about?
- What do you ultimately want to do with your life?

The answers may not come easily, so take some time to really think about them. Consider what you learned about yourself in Steps One and Two. It's time to set a direction for your career and your life.

Your mission should be in accordance with your values, your strengths, and your personality. Finding your mission is often life changing. After all, there's a noticeable difference between a career full of passion and purpose—and a job. My

guess is you're looking for the former.

Set a direction; not a plan

I'll admit I like plans. When I graduated college, I desperately wanted a plan. I wanted to know exactly how my career would go—step by step. You know what I'm talking about, the five-year plan. Now I know that five-year plans only set you up for mediocrity. If I had created and stuck by a five-year plan, I would have missed out on some amazing opportunities. Instead, I chucked that five-year plan out the window and set a direction.

Be open

Opportunities present themselves all the time. It's just a matter of whether or not you're willing to recognize them.

Think about successful business leaders: What opportunities did they seize to get where they are? At some point they had to identify the opportunity and take action.

Of course, be careful to seize only the opportunities that fit with your values. Doing so could bring a whole new life!

"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."
– Mark Twain

Step Three: Set a direction for success

Be purposeful

Make decisions that will put you in a better position to reach your dreams. Ask yourself: Does this opportunity put me on the right path? Is this really where I want to go?

It sounds obvious, but many people work against themselves. Once you've found your direction, every step you take should be on the path toward your ultimate goal. Of course, this can be a challenge. Life gets confusing. As you weigh your options, consider your direction. Are you moving forward or are you off path?

Be who you want to become

Imagine yourself as a Rockstar

- What are you like?
- What do you wear?
- How do you interact with others?
- What are you doing?
- What are your best qualities?
- How do you handle yourself?
- How are you representing your values?

The direction you set is not carved in stone. It can change and grow, just as you change and grow. The important thing

is you know where you want to end up. This doesn't necessarily mean you need to know everything about it. It could be something as simple as understanding that you want to be successful. If that's the case, define what success means to you, and work towards that.

Some people are fortunate enough to have figured out exactly what they want out of their career. They, for instance, know they want to own their own medical practice. Admittedly, people with this kind of direction have an easier time than the rest of us. They can set their direction in more concrete terms.

The rest of us, though, may need to be a little more abstract in our direction. That's okay. As long as we know where it is we want to end up, we can create a path that leads us there.

Beyond your career.

This Ebook is focused on rocking your career. But, your direction almost always will include more than your career aspirations. Think back to your funeral. Most likely you wanted to be remembered for something beyond your career. Maybe

you want to be known for your kindness or your innovation or your generosity. That's great! Are you ensuring that your career reflects these qualities? What are you doing to ensure that you are on this path both within your career and outside your career?

Ask yourself: Does this put me on the path I want?

Action Step Three: Create a Rockstar vision book

By Jenny Ferry

“Go confidently in the direction of your dreams. Live the life you have imagined.”

- Henry David Thoreau (1817-1862)

One of my favorite exercises for moving in the direction of your dreams is to create a vision book where you can prominently display and look at images, thoughts, affirmations and inspiration of who you're becoming on the road to rockstardom. Your mind responds to visual stimulation. Mapping out your goals and desires and then focusing on them allows your subconscious mind to work toward achieving them.

You can also create a vision board, or small poster, on foam board to display on the wall where you'll see it often. You may prefer to use a portable vision book which gives you a means to remind yourself frequently and regularly of your goals and desires wherever you are. (You can find a conveniently sized 5 x 7 ruled spiral notebook with an elastic closure available at Target. Also, many bookstores carry

a fine assortment of small journals that work nicely.)

Making Your Vision Book

This is a personal creativity project so you're going to need a few supplies:

- Plenty of magazines: “O” Magazine, Real Simple, Body+Soul, Dwell, Yoga Journal, Money, Utne – be sure to pick a wide variety. (Practice the 3 R's and collect hand-me-downs from a hair salon, doctor's office or the library).
- Notebook, journal or foam board
- Glue – rubber cement or a glue stick work best.

Set your intention to have fun and be fully present before you get started. Put on some uplifting and relaxing music. Then ask yourself: What is it that is really important to me about this goal, dream or desire?

Now go through the magazines and start ripping out pictures that appeal to you

and align with your intentions for your vision book. Look for images that make you come alive or speak directly to you. Gather headlines, words and phrases that have meaning to you. At this point, collect an abundance of images, phrases and words.

Next, go through the images and start laying them out in your book or on the board. Play around with this and weed out those images or words that no longer feel right. Use only those that clearly represent your dream, inspire you, and encourage strong positive emotions. Strive for beauty and simplicity in your layout. Remember you want a vision book that ultimately illustrates the future you wish to create.

Using Your Vision Book

Meditating on the images and words you've created is most effective first thing in the morning or right before going to sleep. In the evening particularly, you'll give your subconscious mind the oppor-

Action Step Three: Create a Rockstar vision book

By Jenny Ferry

tunity to “lock in” the visualization you desire. Read the inspirational words or affirmations out loud. You want to create a sense that you’ve already achieved what you see and feel. Take a few moments after reviewing your book to close your eyes and imagine yourself immersed in your ideal scene.

Visualize your success, fully feel the emotions associated with it, and then believe to manifest all that wonderful goodness into your life. Finally, as you begin to see your dreams become reality, acknowledge yourself with gratitude for allowing yourself to participate in the process of creating the life you desire. Namaste.

Unfold Your Life Vision

I’ve shared a simple template for creating your vision book yet here’s an innovative and inspiring project to create something truly beautiful. Fellow Co-Active® coach, Jennifer Lee is the founder of Artizen Coaching and creator of the [Unfolding Your Life Vision Kit](#). Craft a new course

for your life. Use this kit to create a collaged accordion book to help you explore what you want in your life and discover new perspectives to take action from. You’ll have your very own pocket-sized, portable dream board.

Part Two: Action

Step Four: Make valuable connections

Action Step: Rockstars have groupies

Step Five: Market yourself and stand out from the crowd

Action Step: Rockstars stand out on their own

Step Six: Push yourself into the uncomfortable zone

Action Step: Risks = Rewards

Step Seven: Spark action and create change

Action Step: Rock your ideas into implementation

Step Eight: Diversify your skills (and your income)

Action Step: Rockstars "own" their job security

Step Four: Make valuable connections.

Don't go it alone

Now that you have a better understanding of who you are and where you're going, it's time to get down to tactics. In other words, how are you going to actually succeed? If you think you can go it alone, you're wrong. You need connections. And, not just any connections—valuable, mutually beneficial connections. Studies have shown that 60-85% of jobs are found through networking. And, these days especially, you just can't beat having a strong network—whether you're searching for a job or not.

Connections are a two-way street

Before we get into the details of your network, let's talk motives. Have you ever been to an event and some sleazy guy came up to you pushing his business cards, trying to sell you something? You give him your business card because you feel obligated, and he ends up leaving you six messages about his product before you even get back to the office.

Yuck. That's not a good connection. That's someone who is out only to sell his product (and with a really bad approach,

I might add). Don't be that person! Connections are two-way streets.

You may very well want your new acquaintance's help/business/advice. But, before you should even hint at wanting something from him, you should (1) attempt to build a genuine relationship with him/her (you know, go out for coffee, explore common interests, that sort of thing), and (2) identify ways you can help him/her. You may not realize it now, but you have a lot to offer your network. Here are a few things you can offer:

Your other connections

The beauty of a network is you know people who can help other people. For instance, maybe you meet a woman your age at a young professionals event. She mentions how confused she is about purchasing her first home. You say, "It is confusing! I just bought my first house last year, and I felt so lost. Let me give you the name of my mortgage broker. She helped me understand the process, answered all of my questions, and got me a great interest rate." You just connected two people from your network and made them both very happy.

Your insider information

Have you caught word of a new job opportunity? If so, send an email to a carefully selected group of contacts and let them know about the available position. Although they might not be looking for a new role, they may know someone else who is. Passing on this kind of information puts you in a position as a true connector.

Your expertise

Just because you are knowledgeable in your field doesn't mean everybody is. Be generous with advice when it comes to your network. Let's say you're an expert in public relations and a connection mentions she's struggling to get media interest for her new downtown coffee shop. You shouldn't just shrug your shoulders and walk away! You should step in, offer advice, and possibly work out a partnership deal with her. (Free coffee in exchange for press releases?)

Your strengths

Just like expertise, our strengths vary greatly. Maybe your friend's company is launching a new website, but is struggling to come up with the right information architecture. Since you're awesome at web-

Learn More: Article

[Girl Meets Business: The dirty little secret of success that's actually not dirty at all](#)

Step Four: Make valuable connections

site design, you offer to host an hour-long brainstorm session with the company.

Your resources

As a savvy young professional, you have resources that others might not even know exist. Your network may love recommendations on books, blogs, sites, TV shows, magazines. Bonus: Follow up your conversation by dropping off a copy of the book you recommended with a note that says, “Thought this book was right up your alley! When you’re done, let me know, I’d like to share it with Tina next. Looking forward to our next coffee date.”

So, where is your network?

Chances are, you have a huge untapped network of people who could help you. Think about everyone you know. From your parents to your parents’ friends to your neighbor down the street to your co-workers to your dog groomer to your former teachers and coaches. These are all people who you already have in your network. Reach out and connect with them.

While I was looking for a job, I ran into an acquaintance at my neighborhood grocery store. I struck up a conversation, mentioning that I would be interested in

working for the community college where he worked.

Two weeks later, I was teaching two classes. It’s as simple as that. I barely knew this guy and he went out on a limb to help me out. All it takes sometimes is a conversation. (And, a thank you note at the end!)

Go ahead and make a list of everyone you know. Don’t leave any connection off, no matter how small. Then, start turning those connections into relationships. Repeat with everyone you meet.

F2F networking

Face-to-face, or F2F, networking (you know, the in-person kind) is critical. These are the people who, in many cases, will be helping you land jobs and connecting you with people who can open up doors for you.

Engage in your organization

Most likely your organization has a wealth of people you can build relationships with. Even if you work in a small company, you have the opportunity to build strong connections. If your company

has any kind of formal (or informal!) networking programs, such as a women’s group, softball team, or book club, consider joining.

Join a professional organization

Professional organizations offer more than just knowledge about your particular profession. They offer you the chance to build connections with others in your field. Some people dismiss this, saying, “Why would I, a real estate agent, need to network with other real estate agents? I want to network with everyone except real estate agents.” While it’s true you should build connections with those outside of your profession, by ignoring your colleagues you’re doing yourself a disservice. The other people who work in your field are prime candidates to assist you as you look for new roles or partnership opportunities.

Get involved with a charity

What are you passionate about? Dogs, kids, the environment? They need your help! Pick something that interests you and get involved with a nonprofit. You can meet some of your community’s best and brightest leaders through your involvement with charities. Plus, many

Learn More: Article

[Girl Meets Business on OfficeArrow: How to network like a Rockstar](#)

Step Four: Make valuable connections

charities have a young professional group you can join. Your charity work can lead to amazing and unexpected connections.

Connect with everyone you meet

Everywhere you turn there's a potential connection. Seriously. It could be your barista, a friend of a friend, or your tailor. It's as simple as starting a conversation (and listening), exchanging business cards, and showing interest in them. (Bonus: send them business and you'll be golden.)

Online networking

In the old days, unless you were a traveling salesman or something similar, you were unlikely to speak to some random person in another country or even another state. Sure, you could call a friend who was living overseas, or you could be referred to someone in the next state. But, you didn't just start talking to some unknown person who wasn't in your local community. Of course, the internet changed all that. Now, we have sites like [LinkedIn](#), [Facebook](#), and [Twitter](#), which facilitates this kind of connecting. (And, if you're still thinking of online networking as chat rooms, you're in for a surprise.)

Start a blog on a topic that interests you

Sites like [Blogger](#) are great for non-techies and are free to get started. Just pick a topic and start writing.

Comment on other people's blogs

Joining the conversation is one of the best ways to get involved online. One of the easiest ways to do this is to comment on blogs. Find a few that you like (check out the "Learn More" section for a list to get you started) and make valuable comments on them. Notice the word "valuable." This means adding to the conversation through discussion, questions, counterpoints, and links. (Hint: "Good post" doesn't add value!)

Follow people on Twitter

Twitter makes connecting with people you've never met before seem completely normal. Simply jump on and start connecting!

Link up to friends of friends through Facebook and LinkedIn

Your network has a network. These sites offer an easy way to connect with a whole new set of people.

One of the coolest things about social

networking is the level playing field it creates. A decade ago, you would have a hard time connecting with the author of the last book you read. You might, if you were lucky, find his website. Maybe you'd find an email address or have to fill out a contact form, or be directed to the publisher. Now, you can probably find him on Facebook or Twitter. How cool is that?

Mentors

Mentors are helpful as you navigate the sometimes treacherous journey to YP Rockstardom. They provide advice, insight, and even assistance as you make your way through your career.

Why would you need a mentor?

Think of a mentor as another connection in your network. He or she is (or, at least, should be) on your side, ready to help you when needed. Sure, you can certainly be successful without a mentor. But, it can definitely be helpful to have someone to call on throughout your career.

What kind of mentor should you get?

Mentor relationships come in all shapes and sizes. Some are formal relationships. This is the kind you probably think of

Learn More: Book

[Never Eat Alone](#)
by Keith Ferrazzi and
[Tahl Raz](#)

Step Four: Make valuable connections

most often when you hear of mentors. These are often set up through an official process, like in your company or through a professional organization, and have a set schedule and process. You may even go through a match process.

If you don't have access to this kind of process or just don't want to participate in it, you can handpick and ask someone to mentor you. Or, you can even hire a mentor or coach.

Some mentor relationships are more informal. You may even find yourself consulting with someone you call a mentor, but you never formalize the mentor relationship. That's okay! The important thing isn't the name. It's that you have a trusted advisor that you can go to ensure you're staying in the direction you set.

Consider having multiple mentors. You may want to find:

- A mentor from your industry who can help you develop strategies specific to your career
- A mentor from another field who can help you see things from a different

perspective

- An informal mentor you can call on occasionally

What should you look for in a mentor?

First, you should look for someone whose values match yours. While people don't go around advertising their values, you can probably pick up on clues that will help you see if you are in alignment with them or not.

No matter what, there are some things that you must have in a mentor relationship for it to be successful, including:

- Trust
- Honesty
- Willingness to share
- Willingness to learn
- Confidentiality

Why would someone want to be a mentor?

Most mentors feel like they end up getting more from the relationship than they put into it. Your mentor is a connection, and you them a unique perspective and a wealth of knowledge they may not have even known existed – until they met you, of course.

What should you expect from the mentor relationship?

A mentor is not a crutch. She's not someone you want to lean on or cry to every time something goes wrong or need the smallest piece of advice.

Set the expectations of the relationship right up front. You may want to reiterate that everything you discuss should be held in the strictest of confidence. You also may want to have an up front discussion about the kinds of things your mentor feels comfortable helping you with. Every mentor relationship is different, so be open to how that relationships works to be mutually beneficial.

Create connections; build relationships

Building real relationships with your connections takes time and care. Be careful not to "collect" connections, like you would business cards. Reach out often to your network and continue to provide value to them.

Learn More: Articles

[Girl Meets Business on OfficeArrow: The big deal about mentors](#)

[Girl Meets Business: Six things to bring to your mentor](#)

Action Step Four: Rockstars have groupies

By Jenny Ferry

Ok, perhaps that's taking the analogy a bit too far, but here's the point: You want people to like you. No, I'm not talking about "brown-nosing" your way to success. I mean developing your "L-Factor," as Tim Sanders, author of [The Likeability Factor](#) (Three Rivers Press, 2006) calls it. Interestingly, he discovered, "Job candidates are more successful if they're likeable. They're more likely to get second interviews, and more likely to get short-listed for jobs. They are also more likely to keep their jobs, both in bad times and good."

The key to making valuable connections is being likeable; it's an important factor to your networking and career success. But how do you develop it? Start by downloading the [L-Factor Self-Assessment](#) from [TimSanders.com](#).

Once you've completed the assessment, grab the book if you're interested in learning more and improving on the four critical elements of likeability Sanders names: 1) Friendliness, 2) Relevance, 3)

Empathy, and 4) Realness. But you can easily start right now by making a habit of asking yourself the following questions before approaching your next networking interaction:

- How can I be friendly?
- How can I be relevant?
- How can I be empathetic?
- How can I be real?

Granted all four of these factors are very important to creating valuable connections, yet I couldn't help but notice the word "value" as part of the equation here. How often do you gravitate towards those who add value to your life? In truth, I believe this the ultimate intentional mindset to have in business and in life.

"How Can I Be of Value?"

While there are many ways to strengthen connections, making a conscious choice to be of service will add immense value to the lives of those around you. Make a mental note of "wish certificates" that you can create in your relationships or with

those you encounter. Here's how it works. Have you ever stopped by a co-worker's desk and they say something like, "I wish I had another cup of coffee." Or "I wish I didn't have back-to-back meetings all day today." By really listening and responding, many times you can see a need and meet a need thereby delivering a "wish certificate." Offer to get your co-worker a refill or pick up a fresh cup on your lunch break. Ask if there's a way you can ease the burden of meeting overload. Or maybe it's rounding up the link to the white paper that's going to help your boss with an upcoming presentation. Or acknowledging a friend for keeping a promise.

You get the picture. Small, seemingly insignificant gestures can make a positive impact. Just by paying attention and responding favorably you can easily add value to the lives of those around you. Practice giving at least one "wish certificate" a day. Start today.

Step Five: Market yourself and stand out from the crowd

It's time to let everyone know what a Rockstar you are!

You have qualities that provide amazing value to others. By now, you should recognize a few of these qualities and talents and be able to articulate them. Some struggle with the idea of promoting themselves. It feels dirty and sleazy. It shouldn't, though. The bottom line is you have a lot to offer. Nobody else is going to promote you like you would. It's up to you to market yourself.

Create a brand

Take a look at everything you've discovered in this book so far, and answer the following two questions:

- What do you have to offer?
- Who do you have to offer it to?

The answers to these questions, simple as they may be, are the basis of your brand.

Examples:

- I am the leading vegetarian food critic for New York vegetarians.
- I am a young professional who provides valuable ideas to small businesses.

- I am a corporate attorney focusing on defending the rights of large companies.

Each of these statements shows (1) who you are and (2) who your audience is.

Take a few minutes to think about your brand. What do you want everyone to know about you? What makes you stand out? How does your brand reflect who you are?

Your brand will be reflected across all areas of your life—online, offline, at work, at school, at home, everywhere. Making an effort to develop a brand will help focus your marketing efforts.

Give yourself permission

Give yourself permission to promote your brand. I know it sounds like I'm asking you to brag, but bragging implies that you're seeking recognition for something you may not even deserve. This is not what I'm suggesting. You are simply allowing yourself to share your awesomeness with everyone else. And, there's nothing wrong with that!

Share your accomplishments

- Let others know what you want to do, not just what you've already done.
- Position yourself as an expert in your specialty.
- Give others insight into your skills, strengths, and talents.
- Graciously receive recognition for your efforts.

Take advantage of small talk and other opportunities

You have a choice when your boss walks by and says, "What's new with you today?" You can say, "Not much," and move on with your day. Or, you can say, "I'm almost done with that big project I've been working on, and I came up with a new solution to that problem we discussed yesterday. I'll be putting some time on your calendar to speak about this." Promoting yourself is that simple! It's as easy as letting others know what's up. Which one of those responses above seems like a Rockstar response?

You are given these opportunities all the time. They're a chance to give a brief—don't keep anyone hostage—update on

Learn More: Blog

[Personal Branding Blog by Dan Schawbel](#)

Step Five: Market yourself and stand out from the crowd

what you're doing, thereby promoting yourself.

Speak up

When you have an idea, a suggestion, or even a question, you're not doing yourself any favors by not speaking up. As long as you have something intelligent to say, simply speaking up is a method of promotion. You will soon be recognized as having a valued opinion on the topic you keep talking about.

Announce what you've done... and what you want

You don't always have to be asked to give an update. Go ahead and keep your boss, and maybe even your co-workers, up to date on your accomplishments. This could be anything from landing a new account, winning an award, or serving on a board. You can share these updates through a one-on-one meeting with your boss, in an email to your team, or a more formal announcement in a newsletter. Pick a method that feels comfortable for you, and go for it!

Remember that direction you set in Step

Three? Let others know what you're working towards. If the path you want to be on involves you getting a promotion, let your boss know you're interested in moving and ask her what it will take for that to happen. If your path involves more community involvement, let your connections know you're looking for ways to be seen as a community leader. Whatever it is that you want, let others know about it. Not only will it help further your brand, but it will also give your network a chance to help you.

Recognize others

You know you've truly reached Rockstar status when you're willing to recognize and help others.

Recognizing not only builds good working relationships, it also has some benefits for you. By recognizing your teammates on a job well done, you are essentially saying that you, too, did a good job. It also opens them the door for them to recognize you in return.

Promoting others is just a good business and networking strategy.

Create a résumé that is Rockstar worthy

Your connections may get you in the door, but chances are you'll still need a Rockstar résumé to land the gig. Your résumé should be professional, free of mistakes, and easy to read.

Follow the directions

Whether you're answering an ad or following up on a lead from a connection, it's important to follow the instructions of the organization. If they want it faxed to them, then fax it to them. If they want references included, include references. It's especially important to follow directions if you're blindly turning your résumé in to the human resources department. For good or for bad, the human resources department may only look to see if you've followed directions. If you haven't, the chance of your résumé ever making it into the hiring manager's hands is slim.

You can certainly try to go beyond the rules if that works for you. If, for instance, they specifically request the résumé be sent over in Microsoft Word and you've

Learn More: Article

[Girl Meets Business: How to promote yourself at work](#)

Step Five: Market yourself and stand out from the crowd

made a beautiful résumé in Adobe Illustrator, you could convert it to Word (as painful as that will be for you) and send them a PDF of the Illustrator version. Include a note saying, “As requested, I am submitting my résumé in Microsoft Word. I have also included a PDF version to preserve the document’s formatting.”

Be creative, not gimmicky

Different industries have different standards and expectations for a résumé. If your industry allows it, a little bit of creativity can help you stand out. For instance, if you work in a more creative industry, such as marketing or web design, you may want to consider designing a personal logo.

But, taking that creativity too far can land you in a circular file without one word even being read. If you’re applying for a job in financial services, using smiley faces as bullet points probably isn’t the way to go. Remember, this is a professional document that represents you and your brand.

Four things your résumé should always include:

No matter what industry you’re in, your résumé needs:

1. Contact information

Your contact information should be on every page of your résumé and in your cover letter. You should include your name, your phone number, your address, and your email address. If your email address even hints at being unprofessional, get a new one.

2. Action words

Otherwise known as verbs, your résumé needs some action. These words should kick off all of your points. Examples: developed, wrote, sold, created, started, won, landed, demonstrated.

3. Quantifiable results

Hiring managers are looking for results. What did you accomplish in this role? Don’t confuse accomplishments with duties. An example of a duty might be “wrote press releases,” while an accomplishment could be “landed interviews for 82% of media pitches.”

As much as possible, include numbers in your results. Think quantity, percentages, dollar amounts, and whatever else best illustrates your accomplishments in a quantifiable way.

4. Dates

Don’t forget to include key dates, such as employment dates. It allows the hiring manager to get a better understanding of your career time line.

As you complete your résumé, there’s one final thing you should always do: Have someone you trust look over it. It’s easy to overlook small mistakes that tend to crop up because you are too close to it. Those same mistakes do not go unnoticed by the hiring manager. Get a second (or third or fourth) opinion before you send it in.

Standing Out

Standing out from the crowd doesn’t mean you have to wear a sandwich board advertising everything you’re good at. It’s the small things—the quality of your work, your initiative, your talents—that make you stand out. Show it off.

Learn More: Article

[Girl Meets Business: How to rock your résumé](#)

Action Step Five: Rockstars stand out on their own

By Jenny Ferry

Connect your values and your brand

No doubt about it, personal branding is critical. But what's absolutely essential to feeling personal satisfaction is being authentic, transparent, and representing your best self – online or offline – and making the choices that allow you to shine and stand out in a way that is in alignment with your personal values.

In this coaching exercise, we'll take the top 10 values that you identified in Action Step One and use those to launch a values-based decision matrix in relation to your personal branding.

Create your matrix

1. List your top 10 values vertically on a sheet of paper.
2. Now on a separate sheet, list all of the arenas where your personal brand is represented, this may include but is not

limited to your:

- Brand statement
- Professional image, including your interactions, associations, dress, resume, workspace.
- Personal image, including your interactions, associations, dress, living space or vehicle.
- Clubs, organizations, sports, associations, and other groups where you are represented offline.
- Social networking accounts, such as Facebook, Twitter, LinkedIn, and others.
- Google yourself at least monthly and find other places where you are represented online.

3. Once you have identified the many areas where your personal brand is represented, divide this listing into two major categories: online and offline.

Working with each of these major categories, go back to your original sheet and list the individual areas where your

personal brand is represented across the top of the sheet horizontally.

You should now have a matrix with your top ten values listed vertically and every area where you can find your personal brand online, for example.

4. You may find this step very revealing. Give yourself a score on your sense of satisfaction or degree to which you are honoring each of your top ten values on a scale of 0 – 10 across your personal brand. Do this for both categories: online and offline.
5. Look for the areas where your score is a “7” or lower. Imagine making a change in those areas to align with honoring your values at an “8” or higher.
 - What are the changes you need to make?
 - How will you make those changes?
 - How does it feel to fully honor your values across your personal brand?

Action Step Five: Rockstars stand out on their own

By Jenny Ferry

Shine the way you are.

So, it's not about doing something you or others consider outrageous to stand out. Remember: what's radical for one, is mild for another.

Decide now to represent your personal brand in accordance with your own "standards." Make sure you're 100% committed to being in alignment with who you really are. Represent yourself consistently both online and offline by honoring your values fully. You'll shine and stand out every time.

Take it a step further

After you've aligned your personal branding in accordance with your values, use the values-based decision matrix to make any number of life-fulfilling choices. Decisions of any kind are deeply satisfying when your values are at the core. You'll feel instant relief from disempowering choices that include "should" and "ought to." Decide. And don't look back.

Step Six: Push yourself into the uncomfortable zone

Settling happens

Settling is when you stop growing, learning, and questioning. You know exactly what to expect next because you do the same thing over and over. Sure, some things change from day to day, but you're not the one who is changing; the things around you are.

You don't have drive and ambition anymore; and, if you do, it's tucked away deep inside. Why? Because you're comfortable. And, comfortable feels, well, safe. There's no risk, there's no change, there's no growth. The truth is you can stay in that comfortable spot forever. It's all a matter of what you truly want out of your career and your life.

Take a look at what you've discovered in the first five steps. How do your findings match with what you're doing right now? What steps do you need to take to put you on the path to that direction you set?

Learn from the success of others

It's easy to look at wildly successful young (and not-so-young) people and think they're really special people. The truth is

they started out just like you and me. The major difference is they took initiative, they experimented, they took risks, and were open to opportunities.

Think of someone you admire for their successes. Find out what they did to become successful. If they've written a book, read it. If they have a blog, subscribe. If they tweet, follow. And, if you know them, ask them to go to lunch so you can pick their brain. Be curious, not indifferent or even jealous, of people who have the kind of success you want. You can do it, too!

Face your fears

What's holding you back from being a Rockstar? Most likely, the only thing holding you back is you.

What is holding you back?

- Fear of embarrassment?
- Fear of failure?
- Fear of getting laid off?
- Fear of being fired?
- Fear of being alone?
- Fear of dying?
- Fear of success?

It's important to remember that most people have some kind of fear. Some of us just let it get in the way a little bit more than others. To make matters worse, most of that fear is completely irrational. Have you ever skipped from thinking about something totally mundane to some terrible turnout? That's fear talking! It may be something like this:

"I want to ask for a promotion, but I'm not sure what my boss will say. I would have been up for a promotion last year, but the company was going through rough times. They ended up laying a few people off, so I never really brought it up. Now, the company is back on track, but I'm still scared about what my boss might say if I bring up the subject now. He may think it's inappropriate, which could cause him to choose me if they had to lay more people off in the future. When I'm fired, I'll struggle to get a new job because the economy is so bad. I'll fall behind on my bills. I'll have to sell all of my stuff. Then, I'll have to move in with my parents. It will be so embarrassing. My parents will be upset and embarrassed, too. I'll never go on another date because nobody wants to date a 25 year old who

Learn More: Article

[Modite by Rebecca Thorman: Figuring out your next career move without settling](#)

Step Six: Push yourself into the uncomfortable zone

lives with her parents. I'll end up alone and jobless for the rest of my life."

Ending up alone and jobless is quite a leap from simply asking for a promotion! Are your fears this irrational? Will all those bad things you imagine really end up happening if you take that first step? What's the worst that could happen?

Start small

Maybe you fantasize about walking out on your dead-end job and following your dreams. But, then you remember all the bills you have to pay and you decide you just can't do it. That's okay. Being uncomfortable isn't about making a big leap that you'll later regret. Instead, start small. If you've been wanting a promotion, talk to your boss about what it will take to land one. Take up a new hobby. Join a book group. Do something, just one thing, out of the ordinary and see what happens.

Take a risk

After you've done a few small things, it's time to take a bigger risk. This risk should be in alignment with everything you've discovered about yourself so far. The size of the risk you take is re-

ally based on where you're at and your comfort threshold. Maybe you decide you want to go back to school. Or, maybe you present an idea to your boss to change a process he implemented. Whatever risk you decide to take, make it one that fits you and your needs.

Challenge yourself

I had a boss once who told me, "I always know it's time to move on from a job when I stop being challenged. If I'm not learning anything, I start looking." Approaching work as a chance to be challenged is a great way to view it. At some point during the workweek you should be stumped. You should find yourself saying, "You know what? I'm going to have to think about that."

It's possible to be in a role you like, even love, without being challenged. You've become the expert, mastering all aspects of the job. You're good at it, and that feels great. So, why worry about being challenged? Because you don't want to settle! That doesn't mean you have to quit your job and take up a new career. You can challenge yourself no matter your expertise level. Stay on top of industry trends,

expand your knowledge of related industries, and develop innovative new ideas that push your job—and you!—forward.

Dealing with failure

Sometimes when you take risks, you fail. Failure is a part of life, especially a Rockstar life. No doubt failing is hard, but can also be rewarding. When you experience a failure, ask yourself: What did I learn from this? Start viewing failure as a learning opportunity instead of problem, and you'll be able to let go of some of that fear that's holding you back.

Sure, some failures are larger than others. Some are disasters. If you find yourself in the middle of a whopper of a failure, own up to your mistakes, forgive yourself, search for lessons, and move on. There is life after failure. Don't let it bring you down!

Bottom line

If you want to live a life of mediocrity, stay comfortable. If you want to be a Rockstar, it's time to step out of the comfort zone and be great.

"Defeat is not the worst of failures. Not to have tried is the true failure."
- George E. Woodberry

Action Step Six: Risks = Rewards

By Jenny Ferry

“Fear is the sand in the machinery of life.”
- Eli Stanley Jones (1884-1973)

No fear

Fear can paralyze you from taking any action. Keep you solidly frozen in your tracks. You’ve likely heard an acronym for F.E.A.R. described as False Evidence Appearing Real. Think for a moment of a young child who is afraid of the dark. Why is that? Somewhere along the way they learned that there is something or someone “scary” in the dark. But is there? As an adult, you know that particular fear is irrational; there’s nothing to be afraid of in the dark.

Now look at some of the fears you are facing. Are they based on your actual reality? Or have you constructed a belief in your mind – just like the young child – that isn’t true? Are you feeding the fear cycle by allowing its sinister cousins, doubt and worry, to lurk in your mind? So how do you break out of the fear

cycle? By learning to bust through your comfort zone and take a risk or two.

Get ready for takeoff

Imagine yourself sitting in an airplane about ready for takeoff. The plane is extremely heavy: filled with passengers, luggage, and fuel. The luggage represents all your doubts, worries, and fears. Jets require an enormous amount of fuel to garner enough speed for takeoff. If the plane were to lighten its load by removing excess luggage, less fuel is required to get the passengers to their destination. So, what luggage can you unload? You don’t have to face all your fears at once. Pick one or two. Start off small. Ask yourself each day: How am I facing a fear today?

Here’s some additional ways to lighten your mental load:

- Take small, incremental steps. Mountaineers climb Mt. Everest one step at a time.
- Knowledge can eliminate fear – learn

as much as you can about hurdling an obstacle.

- Butterflies in your stomach? Everyone has them. Just picture them flying in formation.
- Stretching outside of your comfort zone can be, well – uncomfortable. Learn to accept this feeling as you transition into a new mental space.
- What’s your mindset? Go back to Action Step 2 and set your intentions for facing your fears. For example, decide to be courageous.
- Don’t go it alone. Reach out to others for support and/or to champion you as you face a fear.

Just let go

In an excellent article called “[Worth the Risk](#),” written by Frances Lefkowitz, she shares tons of ideas and inspiration for busting through fear.

Step Seven: Spark action and create change

Be the change

All this talk about getting uncomfortable and taking risks has brought us to creating change. This change expands beyond you. It spreads into your organization, your community, and maybe even the rest of the world.

Yes, this is a new way of thinking for many. Yet, it is often what can make the difference between Rockstars and the rest.

Three ways to create change:

- Ideas
- Influence
- Action

Ideas

Can you imagine a world without ideas? It's hard to do because there would never be any advancement, any new thought. Thankfully, we all have the capacity to identify problems and design solutions to solve those problems. In other words, we can all develop ideas. These ideas can be as simple as a new blog post or as advanced and revolutionary as the iPhone.

Get Creative

The act of being creative can breathe new life into your thought process. I've found sitting down at my craft table can be a time for me to think about things in an entirely different way. Often I end up stopping in the middle of a project to jot down some new idea or thought. What do you do to explore your creative side? Write, take photos, read, knit, scrapbook, blog, sing? Make time to be creative and let your mind stumble upon ideas.

Ask questions

Questions spark ideas. They also help identify problems. Sometimes we think we know the real problem, but through the right line of questioning we find out that the actual problem lies elsewhere.

For example, if you're interested in improving a process or project at your company, you might ask:

- How can I apply my skills, knowledge, and abilities to improve this?
- What projects might help my company improve business?
- What is holding back this project from moving forward?

- If I was in charge, what would I change?
- What should we be prepared for?
- How can I facilitate change?

Brainstorm

Almost all of us have the ability to generate ideas through brainstorming. The key to good brainstorming is to accept any and all ideas. No idea is stupid. No idea is out of reach. Everything is possible in brainstorm mode. Does that mean you'll get some weird ideas that you could never possibly implement? Yes. But, that's okay. You can deal with that later. Getting it all out—silly and serious—is an important part of the process because it will often lead to real, creative solutions.

Search

Look for ideas everywhere. The internet, of course, is a great source of ideas. Google any issue to see how other people are solving it. Following the right people on Twitter can spark a whole wealth of ideas and inspiration. You should also check out books, magazines, and blogs on your subject. Think critically about

"You must be the change you want to see in the world."
– Gandhi

Step Seven: Spark action and create change

everything you read, and continue to ask questions.

Keep

I keep an idea notebook. It's filled with all kinds of good and bad business ideas, blog post ideas, marketing ideas, as well as random thoughts. I reference my idea notebook from time to time to get inspired (and chuckle at some of my more outrageous ideas). If notebooks aren't your thing, you may want to keep ideas in your cell phone, in an online application, such as [Backpack](#), on scraps of paper you pin to your bulletin board, or whatever works best for you. Periodically review your old ideas as they will, no doubt, spark even more ideas.

Influence

ABC's hit TV show *Lost* is about a group of people who's plane crashes on an uncharted and mysterious island. During the 4th season, six of these people get off the island. Three years after leaving the island John Locke, one of their fellow survivors who stayed back on the island, shows up in the "real world." He believes that everyone must come back to the island or bad things will happen, so he sets

out to convince each of them to go back. John approaches each person and says something like, "You need to go back to the island." No explanation. No story. No introduction. Just, "You need to go back to the island." Not surprisingly each one flatly declines. It's almost painful to watch John go through these actions with each person. Clearly, John didn't understand the power of influence.

How many of us act like John all the time? I know I have. And, it's frustrating. You excitedly tell your amazing new idea only to get a blank stare and a flat "no." Really, can you blame them? You have to set them up, educate them, and then get them on your side.

Be relevant

Just because you've had this inspired idea doesn't mean that anyone else has any idea what you're talking about! So, tell them the story. Simply telling everyone they should go back to the island just won't work.

As you're telling the story, make sure to start at the beginning. If you walk in to your boss's office and suddenly announce

that your company should start blogging, you may have a lot of convincing to do. Not because your boss is against blogging, but because he doesn't even know what blogs are! You're going to have a hard time to convincing anyone to do anything they don't understand in the first place.

Tell the whole story, complete with characters, plot, conflict, and resolution.

Make your presentation timely

Once you come up with the perfect solution to a company problem, you'll want to shout it from the rooftop. But, wait! There's a time and, place and way to present your ideas. First, you should assess your audience. Does your audience prefer emails, presentations, proposals? Does your audience need background information? Does your audience prefer communication at a certain time of day or week?

Yes, these kinds of details do matter. Present your idea at the wrong time, like right before your boss walks into a board meeting, or in the wrong manner, like in a memo he'll most definitely never read, and your idea is going nowhere.

Learn More: Book

[Influencer: The Power to Change Anything](#) by Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan, and Al Switzler

Step Seven: Spark action and create change

Action

Want improvement? Want change? Then, get to it! Taking action is the simplest and hardest step all at once. Here's the thing: Anybody could come up with a good idea and just about anybody could present that idea, but not everyone takes this final step—actually doing it!

Action takes planning, direction, and discipline, but it will help set you apart from just the talkers.

If your strengths don't lie in the area of ideation and innovation, this may be more of a struggle for you. But, this is an area where concentration and improvement can truly pay off. Anyone can come up with an idea to improve something. Start there.

Learn More: Article

[Girl Meets Business: Three work essentials – Rock, paper, scissors](#)

Action Step Seven: Rock your ideas into implementation

By Jenny Ferry

What's the big idea?

You may be someone who scratches your head trying to come up with ideas. Or, you may be someone who generates ideas like a big batch of popcorn.

You may be someone who is action-oriented; you're always busy, getting things done. Or, you may be someone who is prone to procrastination, having difficulty putting your ideas into action.

Chances are you see yourself in landing at many spots on this continuum depending on the issue(s) you're facing.

Ideas ----- Implementation

Pick an issue. Write down where you think you currently fall on this continuum in regards to that specific issue.

Tap Your Subconscious

I suggest you tap your subconscious brain to get ideas flowing or think about pos-

sible actions for the issue you've selected. One of the best ways to do this is to "turn off" your analytical mind by being in a mental space that welcomes ideas. Generally, you'll want to be alone and tune out noise. This may mean closing your eyes and meditating, getting outside for a walk or run, or eating your lunch on a park bench. Find what works for you.

As ideas start flowing, jot them down. (In my coaching practice, I regularly suggest a [guided imagery session](#) as a powerful process to unearth personal possibilities.)

Map it out

Now let's talk about a way to both generate ideas and move to action through a method called "Mind Mapping." According to Wikipedia, "a mind map is a diagram used to represent words, ideas, tasks, or other items linked to and arranged around a central key word or idea.

Mind maps are used to generate, visual-

ize, structure, and classify ideas, and as an aid in study, organization, problem solving, decision making, and writing."

Mind mapping is not a new technique but technology has made it very easy to integrate this tactic into your business and personal life. [Bubbl.us](#) is a free online tool that helps you brainstorm and organize information through mind mapping.

Now take your selected issue and the ideas you've jotted down, begin to transform them into your own mind map that includes action steps to get you to full implementation.

Learn More: Session

[Guided imagery: See yourself thrive like never before.](#)

Step Eight: Diversify your skills (and your income)

You control your career

If there's one thing we can learn from the major corporate downsizing we're seeing these days, it's that working for somebody else leaves us vulnerable and, at times, powerless. Now, I'm not suggesting we should all suddenly become entrepreneurs; there are quite a few benefits to being employed by a company. But, we can all have more control over our careers and ultimately our income. This step is about gaining control over your career and using your brand to leverage your success.

Get paid what you're worth

It's easy to talk about negotiating a salary or a price point, but it is quite another to actually do it. Even if you're a freelancer or business owner, getting paid what you're worth can be a struggle (like when your mom asks you to do cousin Benny's website for \$200 when you should have charged \$2,000).

Do your homework

First, research what others in your role are getting paid. Sites like [Indeed.com](https://www.indeed.com) and [Salary.com](https://www.salary.com) can give you a good idea of what others in your field are making. Of course, keep in mind how varied titles

and levels can be between companies and across locations. These kind of discrepancies can skew the numbers and make you think your job is worth a lot more—or less—than it actually is.

Negotiate

Just thinking about negotiating can make some people want to crawl under the table. But, here are a few things to keep in mind when negotiating a job offer:

- In most cases, you're actually expected to negotiate. If you don't, your future employer may wonder why you didn't. Plus, you could miss out on a chance to increase your salary, the effects of which you may feel for the rest of your time in that position.
- Don't feel bad about negotiating. Remember, you're in control of your career and your value.
- Sometimes, though, the offer is non-negotiable. If this is the case, the hiring manager will let you know up front. This is typically a take-it-or-leave-it situation in terms of salary, but you may be able to negotiate benefits. Pay attention to the cues of the hiring manager.
- Don't forget that you can negotiate

the entire package, not just your salary. "As we discussed in my interview, the MBA I'm working on will be a great asset to the organization in the future. I didn't see anything about tuition reimbursement in the offer. What are the possibilities?"

- If after trying to negotiate, they stick to their guns, you can ask for a three or six month performance evaluation. This will give you a chance to try negotiating again in a short time frame.

Employment packages can include:

- Salary (fixed, base, and/or commission)
- Health insurance
- Life insurance
- Disability insurance
- Stock options
- 401k and/or Investment match
- Vacation days
- Sick days
- Maternity leave
- Flex time
- Tuition reimbursement

If you're already in the position and you'd like to ask for a raise, you'll have a slightly different negotiation process. Often this

Learn More: Book

[Women Don't Ask](#)
[by Linda Babcock and](#)
[Sara Laschever](#)

Step Eight: Diversify your skills (and your income)

type of negotiation will take place during your annual performance review. Luckily for you, the previous steps outlined in this Ebook have prepared you for this! You've been marketing yourself, sharing your accomplishments, and developing your ideas to solve problems. Letting them know what a Rockstar you are is half the battle!

Of course, just because it's performance review time doesn't mean it's the best time to ask for a raise. Pay attention to what's going on in your organization to know whether or not it's appropriate to ask for a raise. When you do go for it, make sure you're confident and prepared.

Remember: You usually have to ask for what you want. You're your best advocate. Figure out what you want and ask for it.

Get the most out of your day job

Whether you love your job or hate it, chances are there's a lot you can learn from it. Even if your role is a bottom-of-the-ladder intern, you have the opportunity to learn and grow. It's all a matter of your openness to the situation.

What can learn from your day job?

- Customer service
- Marketing
- Budgeting
- Selling
- Planning
- Time management
- Managing others

Put your skills to work

Do you have something to offer your organization beyond your current role? Ask if you can put those skills to use.

Maybe your organization needs to make a flier about a new service they're offering. The only graphic designer you have is busy. As your manager tries to come up with a solution, it's your chance to let him know that you dabble in graphic design and you'd love to give it a shot. Look for ways you can show off the skills you want to use!

Become indispensable

Let's face it: Most of us are replaceable. It can be a hard fact to accept, but it's often true. This means that we have to work that much harder to be seen as an indispensable part of the team. So, when cuts come, you can hopefully stay off the

chopping block. While there's no guarantee, you can work to become as indispensable as possible. Here are a few ideas:

Do your best work

Every day you're at work, give it your all. It may sound obvious, but really consider all that you can offer your organization. What are you doing well? Where can you improve? What problems can you solve? What does it look like when you're doing your best work?

Stay on top of industry trends

The better you understand your industry, the more valuable you will become to your organization, especially if you understand and share the trends with others. To keep a pulse on your industry's trends, try:

- Reading industry reports and magazines
- Joining a professional organization
- Reading industry-related blogs
- Getting a mentor at another organization in your industry
- Sparking conversation and asking questions with people across the industry in person and online

Learn More: Article

[WorkLoveLife by Holly Hoffman: Do your job like it's your business](#)

Step Eight: Diversify your skills (and your income)

Get involved in technology

Technology touches most industries out there. Be in the know as much as possible about technology. This means understanding the trends in technology, websites, and gadgets. You don't have to own the latest gadget to understand their potential impact on your job, industry, or daily life. As you start hearing about the next big thing, check it out online and understand enough to have a conversation about it.

Explore areas beyond your job

In today's uncertain times, many people are finding themselves being stretched beyond their normal job duties. While this isn't necessarily ideal, it can be a chance to show just how transferable (and indispensable) your skills are. Learn what you can about other departments in your company and consider how you can contribute to the overall success of the organization.

Use your brand

In Step Five, you learned the basis of your brand. This will come in quite handy as you expand your career. Let's imagine a young woman named Jill. Jill landed a job

right out of college as a marketing assistant at an animal hospital. She loved the job, mostly because she got to help people make good decisions for their pet. She felt like she was making a real difference in something that mattered to her.

When the animal hospital went through some cutbacks, Jill was laid off. She had built a pretty good network of people and felt confident that she would be able to find a new job through her connections. During the first few months, she did get a couple of interviews, but she was never able to make it past the first one.

After several months of looking for a new job, Jill decided she needed a new approach. Instead of trying to fit into everyone else's job description, she felt she needed to stand for something on her own. After considering how to do this, she decided to start an e-newsletter entitled "Jill Markets the World." She sent it out to a select group of connections. In the e-newsletter Jill featured her brand statement "Jill is an innovative cause marketer, who is passionate about changing the world through her work." She wrote articles that showcased her knowledge

and ideas, and even included samples of her work.

Eventually, organizations contacted her about open positions and she found her dream job as a marketing director at a national animal protection organization. In short, Jill created a personal brand. She made it easier for employers to understand who she was and what she offered.

Do you need to start an e-newsletter or some kind of campaign to build a brand? Absolutely not! As we've discussed, you are creating a brand whether you know it or not. It's in your best interest to develop one that portrays the image you want. Since you already understand the basis of your brand, you are well on your way to letting the world know exactly what problems you can solve (and trust me, everyone is looking for you to).

Get started promoting your brand now. Don't wait until you lose your job or are looking to quit. Getting a head start will allow you to make better, more timely decisions.

Learn More: Article

[Girl Meets Business: 64 Action items for the newly employed and the ambitious](#)

Step Eight: Diversify your skills (and your income)

Diversify your income

One thing that stuck out for me as I read “Secrets of the Millionaire Mind” was that rich people are in control of their wealth. They don’t wait for someone else to pay them. Instead, they create avenues to make money for themselves. This doesn’t mean that all rich people own their own businesses (although a lot do), it means they get paid on commission, they have more than one revenue stream, and they have their money make more money.

Turn your hobby into a side business

Most hobbies can be monetized in some way. Now, whether or not you want to take your hobby and turn it into something that makes money is totally up to you. There are certainly pros and cons to both sides of this scenario.

If you do want to go this avenue, you’ll need to decide exactly how you could make money from your hobby. This all depends, but here are a few ideas:

Craft hobbies, such as knitting, scrapbooking, or sewing

- Get a table at your local craft fair.

- Sell your wares on [Etsy](#).
- Ask a local shop if they will sell your goods on consignment.

Other product hobbies, such as gardening or cooking

- Sell baskets of your goodies with holiday themes to your neighbors and friends.
- Start a website to give tips to hobby newbies.

Non-product hobbies, such as guitar, singing, or writing

- Give lessons to kids or adults in your area.
- Teach at a local YMCA, gym, or other learning center.
- Start a website to share your interests with other enthusiasts.

These are just a few of the ways you can monetize your hobby. But, before you rent a table at the next craft fair, know that turning your hobby into a business alone most likely won’t make you rich. In fact, many of these ideas above might net \$500 to \$1,000 a year at their best. But, when you take \$500 and invest it, you could potentially see far greater returns.

So, will your hobby replace your full-time job? In a lot of cases, no. But, you can raise some capital to take your hobby to the next level or get some extra spending money out of it.

Use the web for a side business

The Internet has made having a side business easy and cheap. For a couple hundred dollars (or less) and some spare time on the weekend, you could set up a website or blog. (Of course, maintaining these sites takes a lot more work than just one weekend.) Here a few of the ways you can use the internet to make money:

Blogs

Blog topics can be just about anything imaginable and can be personally oriented (more of the “dear diary” type) or more business orientated or a combination of the two. Closely related to blogs are vlogs, video blogs. Vlogs are becoming more popular everyday and could be a potential niche for someone just getting into the online world.

Learn More: Book

[Secrets of the Millionaire Mind by T. Harv Eker](#)

Step Eight: Diversify your skills (and your income)

Investment

While you can set up a blog completely for free through services such as [Blogger](#) or [WordPress](#), it takes a lot of time to effectively maintain a blog.

First you have to write. A lot. It can be very satisfying to write that first post and hit publish. In your mind, you know it was awesome and you will certainly generate lots of buzz. But, instead of buzz, all you hear is crickets. Nobody comes by to leave a glowing comment or offer you tons of money to write for them.

That's because simply writing and publishing doesn't equal blog success. You have to build relationships, promote your work, and put out some amazing content before anyone pays attention. And, you won't make any money without any visitors.

Resources

For the record, I haven't made a dime directly from my blog, but I haven't tried to either. I have, however, made money as a result of my blog. So, not only is a blog a great way to build a brand, it can also lead to a second income stream. Nice, huh?

That said, most people who make money from blogging do so through ad revenue services like GoogleAds. But, there are a variety of ways to earn extra cash through blogging, including affiliate links and getting paid per post. Darren Rowse of [ProBlogger](#) has made a living out of blogging. His site and book are must reads for anyone interested in earning money through blogging.

Ebooks

Ebooks can be written on just about any conceivable topic. Now, whether or not anyone will purchase a underwater basketweaving Ebook is an entirely different story!

Ebooks can allow you to build your brand (which is, in many cases, more important than the actual financial return). There are a lot of great resources for writing and marketing an Ebook. Here are a few tips to get you started:

Find the right topic

Let's say you love gardening and you'd love to make a name for yourself in the field (and, you'd love to earn a little extra money in the process). So, you decide to

write an Ebook on gardening. When you sit down to write it, you're overwhelmed with the possibilities of what to write. You have no idea where to start. That's because your topic is too wide. Start by narrowing down your topic to a manageable size. Maybe you want to reach the under-30 crowd with your book. So, after researching the topic, you decide to focus on urban gardening.

Understand your audience

Understanding your audience is one of the gems of advice that is perfect for just about anything you're doing (well, anything that involves an audience). You need to understand your audience to give a presentation, to make a sales pitch, and yes, to write an Ebook.

So, how do you understand your audience? You get to know them! Start by answering the following questions:

What are the demographics of my audience (age, sex, income, location, etc.)?

For our urban gardening example, our research indicates the audience is under 30, both male and female (but slightly leaning toward female),

Learn More: Blog

[ProBlogger](#)
by [Darren Rowse](#)

Step Eight: Diversify your skills (and your income)

located in cities, and are up and coming professionals.

What is my audience's interest in the subject?

We're assuming that if they buy the book, they're strongly interested in starting an urban garden.

What is my audience's knowledge of the subject?

We decide to gear our Ebook toward urban gardening novices. For this reason, we'll use a lot of step-by-step directions and photographs.

What is the goal of my audience?

By the time our audience has finished reading our Ebook we want them to be able to plant a fully functioning urban garden!

Answering basic questions like these will help you get started in writing the right kind of product, the kind that will help build your brand and sell!

Get writing

Once again, writing is critical to creating an Ebook. Eventually, you'll also need to edit, design, and sell your book! Keep

all these pieces in mind as you plan and write.

Services

Writing isn't for everyone! What do you have to offer? If you can build a website (you can even use the free blog templates mentioned above), you can start advertising services you can offer. You may offer:

- Graphic and/or web design
- Interior design consultations
- Public Relations
- Marketing
- Painting
- Speaking
- Consulting
- Photography

Get creative

Think creatively as to how you might diversify your income.

- What talents and skills have been identified throughout this Ebook that you could use for this purpose?
- Is there anything you're currently doing that you could monetize?
- What expertise have you developed—either through school, work, or your hobbies—that you could market?

Learn More: Article

[Girl Meets Business: The anatomy of the perfect speech](#)

Action Step Eight: Rockstars “own” their job security

By Jenny Ferry

“Great Recession” or not – there is no job security. The new career of choice for the 21st century is finding ways to diversify your income sources. Long gone are the days of: pick a major, grab your degree, get an entry-level job in your chosen career and work your way up the ladder (either by way of one Fortune 500 company or through strategic job-hopping). Didn’t someone advise you at some point in your life not to put all your eggs in one basket? So why should your current job be your only source of income?

Of course, you’re sitting in your cube right now and wondering what the heck you’re going to do. As Angela suggested, don’t let those negotiation skills get dusty. You’ll need them more than ever if you’re looking at applying for another position or finding ways to bring in extra cash. Yes, there’s a little bit of stress and

fear that’s swirling the planet right now, so be ready to take on the negotiation process by learning how to speak up. It’s been well documented that men are more than four times more likely to negotiate than women. We just don’t ask. Ready to change that?

Speak up

Learn the critical skills for asking or speaking up by reading up and practicing. Two books to check out:

- Ask For It: How Women Can Use the Power of Negotiation to Get What They Really Want by Linda Babcock and Sara Laschever (Bantam, 2008)
- Crucial Conversations: Tools for Talking When Stakes Are High by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler (McGraw-Hill, 2002)

Take it a step further

One day I was having a discussion with my friend and coaching colleague, Jenny Blake, who blogs at Life After College about creating multiple income streams. And she challenged me to create a list of 100 things I could do to create additional income.

This challenge came from an insightful post at Litemind called Tackle Any Issue With a List of 100. I now pass this challenge along to you. Create a list of 100 things you can do to create additional income.

Part Three: Advance

Step Nine: Rock it from anywhere and everywhere

Action Step: Develop your Rockstar statement

Step Ten: Don't Stop... Keep Growing!

Action Step: Creating time for growth

Step Nine: Rock it from anywhere and everywhere

Rockstar = Leader

When most of us think of leaders we think of “big name” people who have changed the world, or at least their industry—Martin Luther King, Jr., Margaret Sanger, Jack Welch, Margaret Thatcher—come to mind. These are some pretty big shoes to fill! Admittedly, most of us will never reach that level of powerful mass leadership, but each of us has the capacity to lead.

By their very nature, Rockstars are leaders. They are out on the front lines of business and community making things happen, truly leading.

Rockstars choose to lead

You can be a leader. That’s right; you have power to truly rock it. Sure, some people have natural abilities that allow leading to come a little easier. But, anyone can lead, and you can do it from any level. You don’t need to be a CEO or even a manager to be a leader. In fact, everything in this Ebook is designed to put you in a position of leadership, no matter where you’re at in your career. You can choose to lead right now.

Rockstars have a voice

If there’s one thing the leaders listed at the beginning of this step have in common it’s this: They each have a voice. A voice that rises above the rest. Whether you’re leading a group of five or 5,000, you must stand for something. Think back to Part One of the YP Rockstar. What do you stand for? Are you using your voice to lead?

Rockstars are authentic

We’ve all heard of people who faked their way into leadership. Whether they had bad intentions from the beginning or just got caught up in the power, this type of leader is almost always exposed.

We want to follow people who are real, who understand us, who tell us the truth. If you’re going to be a Rockstar, you must be willing to put yourself out there and show the “real” you. This is the “you” that you discovered in Part One, complete with your values, your strengths, and even your flaws.

When some people feel the pressure of leadership, their authenticity can begin

to fade. It can be easy to get caught up in what everyone thinks of you, how everyone thinks you should act. Don’t let being a Rockstar take away from who you truly are. Stay authentic.

Rockstars respect others

As a leader, there will be people who want to learn from you, who admire your work. You can most likely learn as much from them as they can learn from you. Respect them, their ideas, and their differences.

Rockstars don’t dictate

Have you ever had a boss who micromanaged? Chances are you weren’t a fan. Nobody likes to be controlled. And, leaders don’t control, namely because they don’t need to... they lead!

Think back to Step Seven: Spark action and create change. This step taught you how to make change without controlling others. Using ideas, influence, and action you can be a true leader.

Learn More: Book

[Tribes: We Need You To Lead Us](#)
by Seth Godin

Step Nine: Rock it from anywhere and everywhere

Rockstars foster the ideas of others

Sure, Step Seven spelled out how you can develop ideas. But, Rockstars understand that other people have good ideas, too.

When someone presents an idea, take the time to really listen to it. What are the pros and cons? How does this idea fit into the overall picture? Immediately shooting down someone else's idea is no way to make friends (or be a Rockstar)!

Rockstars bring people together

Too often people make the mistake of thinking that leaders divide. This just simply isn't true. Leaders bring people together. True, you're not going to like everyone (and everyone's not going to like you). But, as a general rule, Rockstars work to unite, not to divide.

You can bring people together right now. Here are some possible ways:

- Find common ground among co-workers who are having a disagreement.
- Connect people who may be able to help each other.

- Advertise your values through your actions. This will allow others who are in synch with you to strategically align.

Rockstars lead by doing

Rockstars don't sit on the sidelines directing others. They are in the trenches, getting their hands dirty, making things happen. You've heard the saying, "lead by example." You can do that. What example are you currently setting? What are you doing to show your leadership?

"Leadership is action,
not position"
- Donald H. McGannon

Action Step Nine: Develop your Rockstar statement

By Jenny Ferry

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

*- John Quincy Adams
(1761-1848)*

Crafting a personal leadership statement can serve many purposes including, thinking deeply about what leadership means to you, clarifying and expressing your values around your leadership aspirations, and creating a touchstone for reaching your leadership vision.

Start by going through the following steps:

1. Who are influential people I admire and exhibit quality leadership? These may be people you know or leaders in the public eye. List those that matter most to you.
2. Using your values and intentions from previous actions steps and define the leader you'd like to become.
3. Define the current roles in your life.

Clearly articulate how you would like to be described as a leader in each of these roles.

4. Close your eyes and visualize yourself as a leader. What do you see yourself doing? Saying? How do you act? What is the impact you are having on others?

Now use the information you've gathered to write an opening paragraph about what you are committed to as a leader. You can use inspiring quotes about leadership that are meaningful to you, just as I've done here to launch this action step.

Next include a bulleted list of actions you exhibit as a leader encompassing the many roles you have. Use vibrant words; write powerfully and succinctly.

The ultimate test: does this statement inspire you?

Example: My personal leadership statement

Jenny Ferry is committed to empowering

young professional women to transform their lives by building an authentic foundation for a wildly successful life.

Through coaching, mentoring, and life experience, Jenny seizes opportunities to challenge young women to step up to their bigger life with creativity, enthusiasm and boldness. In various roles and settings, Jenny leads young women by:

- Creating dynamic, forward-thinking partnerships with individuals and groups.
- Cultivating self-awareness and self-assurance.
- Revealing possibility through shifted perspective.
- Inspiring growth into their highest potential.
- Championing their success as they define it.

Now it's your turn

Write your Rockstar statement, be sure to read it regularly or display it somewhere where you'll see it often.

Step Ten: Keep growing!

Continue growing

You're on the final step of becoming a Young Professional Rockstar. This step is focused on continuing to challenge yourself and grow. The nine steps leading up to this have provided insight and challenges. Now, it's up to you to continue on the journey you have set.

Read

Read everything you can get your hands on. Keep up with the daily news, and delve into topics that interest you. Try to expand your reading habits to include a few things you wouldn't normally read. This will help make you more well rounded (and you'll always have interesting things to talk about!).

Explore

Take time to explore the world. Whether that means taking a nature walk in the local park or backpacking through Europe is up to you.

Practice

Continue to put those skills to use. If your current situation doesn't allow you to use all of your skills, don't forget to diversify your life and take action.

Learn

Sign up for a class to learn more about something you've always had an interest in. Maybe it's financial education or maybe it's ancient Chinese culture—whatever it is, learn everything you can about it.

Play

Don't forget to have fun! Building the career you want is only one part of your life. Focus on ways to relax and just have a good time. Enjoy your life.

Try

Always wanted to try tap dancing or scuba diving? Stop making excuses or letting fear stand in your way. Give it a shot!

Join

If you aren't already over committed, join a professional organization or another local group. Don't sit on the sidelines waiting to be asked. Join. Remember all you have to offer.

Surround

Surround yourself with smart, successful people. Don't be threatened by them. Allow them to challenge you to greatness.

Give

One of the best ways to grow is to give back. Try mentoring a child, walking dogs from the local shelter, or visiting with the elderly, and you are guaranteed to get back more than you put in.

"Without continual growth and progress, such words as improvement, achievement, and success have no meaning."

– Ben Franklin

Action Step Ten: Creating time for growth

By Jenny Ferry

“Intellectual growth should commence at birth and cease only at death.”

- Albert Einstein (1879-1955)

So much of your early life is devoted to learning that it makes you want to take a breather once you've earned your college degree. But the fact of the matter is: learning can and should be a lifelong process. One of my mentors used to regularly say, “Learning is an exciting adventure.”

In this action step, I'd like to share a framework for taking your time to move through the exercises in this Ebook. Why didn't I just say this at the beginning? Now that you've read through all the action steps, you have a better vantage point to see the big picture. You may have recognized certain topics that resonate with you right now. So where to start?

- Action step 1 and 2 are the basis for all the other actions steps. Start here and take up to a week to complete these two.

- Continue with action steps 3 – 9 in whatever order that feels right for you. Set aside at least a week to complete each one.

- Overall, I suggest that you pick three action steps per month to work on. In doing so, it will take you roughly three months to complete all the actions steps in the Ebook.

Growth is a process that happens over time. You know the old adage: Rome wasn't built in a day. So don't rush through the action steps. Take your sweet time. Be present and fully engage with each one.

Finally, here's some thoughts on growth and learning from a few great minds:

“Formal education will make you a living; self-education will make you a fortune.”

- Jim Rohn

“No person is your friend who demands your silence, or denies your right to grow.” - Alice Walker

“People grow through experience if they meet life honestly and courageously. This is how character is built.” - Eleanor Roosevelt

“In times of change, learners inherit the Earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists.” - Eric Hoffer

“The most successful people are those who are good at plan B.” - James Yorke

“Growth itself contains the germ of happiness.” - Pearl S. Buck

“The most important thing to remember is this: To be ready at any moment to give up what you are for what you might become.” - W.E.B. Du Bois

Final Thoughts

What's Next?

Final thoughts: Where do you go from here?

About the Authors

Angela Marino

Jenny Ferry

Learn More

What's next?

Now, it's up to you

You can be a Rockstar. Perhaps you already are. Perhaps you're at a crossroads. You can either: 1) stay on your current path, or 2) take a risk and change course. These decisions are personal. Nobody can tell you what's right for you. No book can know your situation, your course.

We hope that the thoughts, resources, activities and other tidbits we shared through these pages have sparked some self-discovery for you, and more importantly, boosted your self-confidence to get out there and be a Rockstar. That was our intention for you and you were the inspiration for creating this Ebook. While others are hiding, we encourage you to be bold. After all, this is your life we're talking about.

As a seasoned career coach, Jenny specifically helps young professional women gain clarity, direction, and motivation to rock their lives and career. She's ready to offer budding Rockstars several options to partner for success:

- Free guide: [5 Simple Keys to Rock Your 20s](#)
- Complimentary 30-minute life/career [coaching consultation](#) (Mention YP Rockstar for an exclusive career/job search coaching package!)
- Access to her affordable [group coaching program](#)
- Enlightening inner journey to meet your [thriving self](#)

Of course, you're always welcome to stop by [Girl Meets Business](#) to join the conversation, make connections, and delve deeper into the topic of professional development.

To our newly minted Rockstars...thank you!

We want to thank you for investing your time with us through these pages and action steps. If you found The Young Professional Rockstar at all helpful or inspiring, we think the greatest compliment you could give us is to forward this to a co-worker or friend. After all, we think you'd be right on track with Step Four: Making Valuable Connections.

To your success

Angela Marino, Girl Meets Business

Jenny Ferry, Crest of Your Life

About the Authors: Angela Marino



Angela Marino publishes *Girl Meets Business*, a personal and professional development blog for the up and coming. Her career advice is regularly featured on [OfficeArrow](#) and [Brazen Careerist](#). An up-and-coming young professional herself, Throughout her career, Angela has worked in the IT, marketing, academic, and non-profit industries. At age 24, Angela was named a “30 Under 30” by the *St. Louis Business Journal*.

Writing has always been a passion for Angela. In 2003, she graduated magna cum laude with a degree in professional writing from Missouri State University. She continues to demonstrate her passion for writing and professional development at *Girl Meets Business*.

Angela lives in St. Louis, Missouri with her husband and English Bulldog.

Contact Angela

Email: angela@girlmeetsbusiness.com

Website: [Girl Meets Business](#)

Twitter: [angela_gmb](#)

About the Authors: Jenny Ferry



Jenny Ferry is a professional lifestyle design and career coach dedicated to empowering young professional women to transform their lives by building an authentic foundation for a wildly successful life. She has enthusiastically coached and mentored college students, recent college graduates and young professionals for the last ten years. She believes wholeheartedly that every individual is creative, resourceful and whole and therefore uses that foundation as a springboard to help clients access highly individualized answers for their best life.

Jenny empowers clients by activating a powerful alignment of an individual's cognitive and intuitive strengths which results in unearthing possibilities and next steps for their personal lives, job search, career success and/or business start-up. While Jenny is best known for her down-to-earth coaching and mentoring style delivered with warmth and dedication, her clients share that her biggest impact comes from challenging them to face fears and then step into their ideal life with creativity, enthusiasm and boldness.

As a seasoned business consultant and expert in the field of learning & development, Jenny has interacted with Fortune 100 companies, as well as non-profit organizations, on high-level projects from the East Coast to Silicon Valley, from London to the Pacific Rim. Jenny earned her M.A. in Higher Education from The University of Arizona and her B.S. (summa cum laude) in Economics. She is a member of the International Coach Federation and has received professional coach training through The Coaches Training Institute, a world-renowned coach training and leadership development global organization based in San Francisco, California and practices their ground-breaking model of Co-Active® coaching.

Jenny lives on the fringes of Saguaro National Park in Tucson, Arizona with her husband and young daughter.

Contact Jenny

Email: jenny@jennyferry.com

Website: www.jennyferry.com

Twitter: [jennyferry](https://twitter.com/jennyferry)

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Learn More: Blog roll

[Brazen Careerist by Gen Y bloggers](#)

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[Get Rich Slowly by J.D. Roth](#)

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