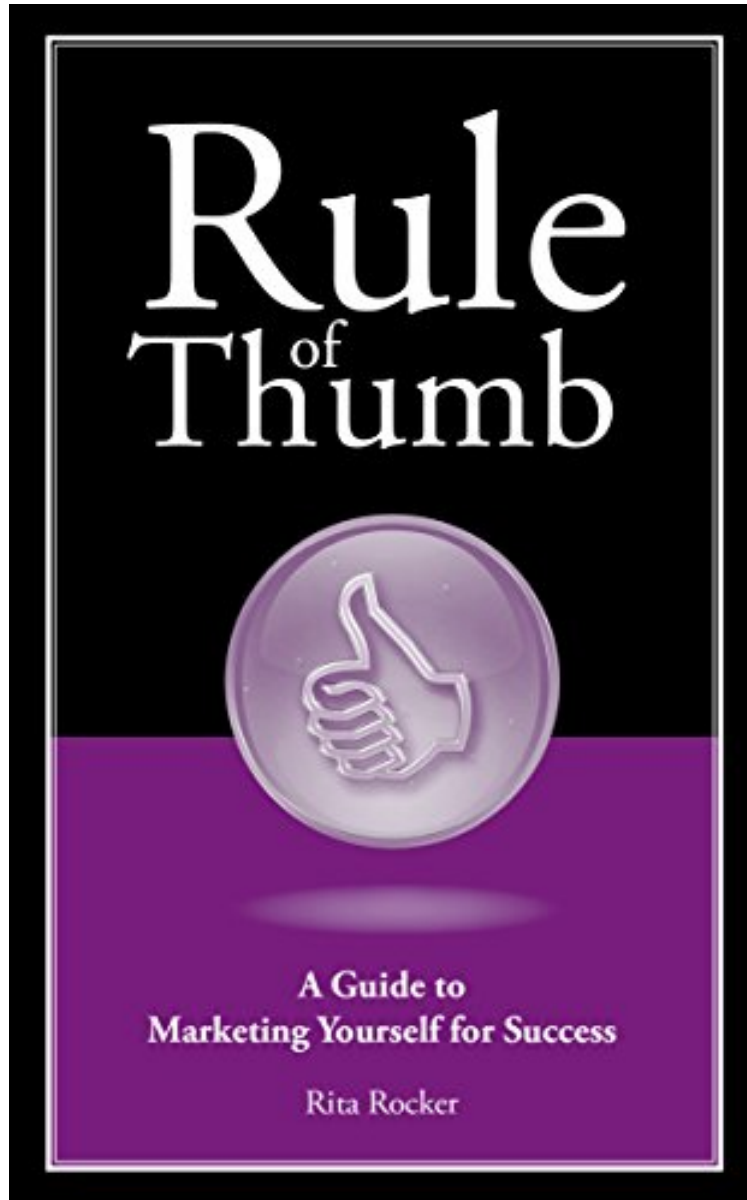


Rule of Thumb: A Guide to Marketing Yourself for Success

Rita Rocker

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Rita Rocker : Rule of Thumb: A Guide to Marketing Yourself for Success before purchasing it in order to gage whether or not it would be worth my time, and all praised Rule of Thumb: A Guide to Marketing Yourself for Success:

0 of 0 people found the following review helpful. Marketing Yourself - A Necessity for EveryoneBy Marian KaiserMost of us know quite well how to market products and services for our business success. But how often do we consider how we market ourselves for business ndash; and personal ndash; success?Rule of Thumb: A Guide to

Marketing Yourself for Success conveys many "tricks of the trader" that will help you make sure that you present yourself as a polished and competent professional. Anything less could derail your business. Author Rita Rocker—national inspirational speaker, communications and image specialist, career and virtual presentations coach, and a former Mrs. Nebraska—dispenses her knowledge and expertise in personal image-building to help you always present yourself in the best possible manner to create that unmistakable professional presence. Rita presents straightforward and easily understandable approaches to the dos and don'ts of creating a confident self-image, making a positive first impression (usually made in seven seconds or less), practicing accepted business etiquette, dressing in proper business attire to meet specific situations, and mastering business communication skills. Nonverbal communication skills—those all-important non-spoken messages (body, facial, and tone-of-voice signals) that always override what we say if the words and actions do not match—are presented clearly so that you will quickly learn what nonverbal actions do and do not work. Included in this valuable guide are easy, but extremely effective, step-by-step exercises for you to assess your current abilities in successfully marketing yourself as a seasoned professional, as well as exercises for improving your skills in each of the components that contribute to the successful marketing of yourself. Numerous clear and familiar examples accompany the dos and don'ts for presenting yourself as a confident, knowledgeable and competent business professional. Rita also reminds the reader that these skills are just as valuable in one's personal life as they are in one's business life. Because the skills presented in this professional guide, along with the excellent information on how to improve these skills, will increase your professional persona to the great benefit of your business endeavors, I highly recommend this book to everyone who wants to make sure that his or her professional presence truly makes the most positive impact possible. 0 of 0 people found the following review helpful. Full of practical advice By Todd A. Conkright Rita Rocker has done an excellent job of providing a practical guide for self-marketing. Chock full of exercises and activities for self-evaluation and stretching beyond our limiting habits, A Guide to Marketing Yourself for Success is a great addition to the Rule of Thumb series. Rocker writes in an engaging style, providing useful advice on handling a variety of business etiquette challenges, from first impression to body language to how to dress to portray confidence and professionalism. I recommend A Guide to Marketing Yourself for Success to young professionals wanting to start their career on the right foot, as well as to anyone who feels stuck as they try to sell their product or ideas to others.

In today's competitive business environment, good manners, proper speech, a dynamic appearance, professional communication and networking skills can make the difference between getting ahead and being left behind. Even in business relationships, people are judged by how they act, speak, look, and write. It takes seven seconds to capture your prospect's or audience's attention. In those first few moments, people are making judgments about your image, outlook on life, moral character, economic and educational levels, trustworthiness, social position and future success. Use this book to build a successful, personal brand, NOW!

About the Author Rita Rocker is an international published author, inspirational and educational speaker, communications and image specialist, and career consultant with Transformation Academy, LLC. She is on the International Advisory Board for the global Professional Woman Network of speakers and authors from 32 countries. She has appeared on national television and radio talk shows. As a seminar speaker, corporate trainer and coach, she empowers individuals to become more accomplished communicators, gain greater confidence in business etiquette, project a dynamic professional image, and create a more successful career. Rita is a former Mrs. Nebraska and Mrs. America contestant. She is the author of Guide to Marketing Yourself for Success and Hope at the End of Your Rope. She is a contributing author to The Professional Woman: Branding Yourself for Success; The Professional Woman: Overcoming a Chaotic Life; Sink, Swim or Float: How to Survive the Trials of Life; The Unstoppable Woman's Guide to Emotional Well Being; Woman Power: Strategies for Female Leadership, The Power of Transformation: Reinventing Your Life; Baby Boomers: Secrets for Life After 50; Tapping Your Inner Vision: Transforming Your Life, Shifting Your Mind; The Self-Esteem Guide for Women: How to Build Confidence".