



TAKE CHARGE OF YOUR CAREER

YOUR CAREER ADVOCATE

Volume Ten, Issue One – February 2014

YOUR CAREER ADVOCATE is the FREE monthly e-newsletter published by Career Potential, LLC to help you take charge of your career, create the work you love, and earn what you deserve!

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This Month's Feature Article

Career Coaching is a "Two-Way Street"

By Ford R. Myers
President of Career Potential, LLC

People who are seriously considering engaging the services of a Career Coach usually ask many questions about what the advisor "will do or should do" in order to make the coaching relationship work for the client. This is certainly reasonable and understandable. However, there are also several "prerequisites" or standards that the client must meet for the engagement to produce optimum results. Unfortunately, these criteria are rarely discussed during the up-front "contracting phase" between Coach and client.

In my opinion, there are at least six behaviors and attitudes which clients need to embrace to help make coaching engagements successful:

1. Treat the coaching relationship as a real priority in your life (fully-invested; not an "afterthought," obligation or distraction)
2. Be coachable (open-minded, trusting, non-defensive, willing to go a bit outside of your comfort zone, flexible, committed to the process, etc.)
3. Show-up for appointments (in-person, via phone, on Skype, etc.)
4. Do your "homework" promptly (written exercises, reading, research, etc.)
5. Be 100% honest with your Coach (candid, vulnerable, "real," sincere, direct, unguarded, etc.)
6. Hold to your commitments and be "self-accountable" (with the support and structure of your Coach)

In my work as an Executive Career Coach, I make it clear (either explicitly or implicitly) to prospective clients that 'this is a two-way street.' Of course, I commit 100% to doing my part to the best of my

What Clients are saying about Career Potential

"When I was job searching, Ford's career coaching gave me the knowledge, the discipline and the confidence to advance to the next level in my career. The strategies and tactics outlined in his system gave me the foundation and skills to go out and secure a new position. I cannot recommend Ford's program highly enough to anyone looking for a new job or trying to break into the job market after a layoff!"
— S. Nesich
Marketing Consultant

Quick Links

- [Explore Our Career Coaching Programs](#)
- [Check-Out Our Corporate Seminar](#)
- [Get a Career Makeover in 7 Days](#)
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ability. But the client also has a vital role to play in the coaching relationship, with important commitments and responsibilities (listed above).

Discussing these items candidly before getting started in a new coaching engagement has proven to be a productive exercise, and it has been mutually-beneficial. The conversation "screens-out" prospective clients who are not a good fit for my programs; it empowers clients to take full responsibility for their part of the work; it sets clear expectations and eliminates incorrect assumptions; and it allows me to hold my clients accountable when they inevitably experience resistance or avoidance during the coaching process. In other words, this dialogue clears the way for clients to achieve their career goals more efficiently and productively – which makes everybody happy!

You're Invited – Two Career Success Seminars – Feb. 2014

Event #1 – Tuesday, February 18, 2014

LINKED-IN FOR CAREER DEVELOPMENT

LinkedIn is the most powerful business connecting tool available for professionals today. Find ideal employers, uncover common connections, ask for strategic introductions and get recommendations through this invaluable professional social media site. Join groups and discussions that build your credibility and visibility. Follow specific companies and their employees, and connect with them when appropriate. Conduct company research, and more. But just knowing how to navigate LinkedIn is not enough.

Learn specific techniques and strategies to leverage LinkedIn to build business relationships and maximize the web site's capabilities. See how to create a profile so that you can be found. Utilize group members and discussions to engage employers, leverage your network to get warm introductions, get more qualified appointments, reduce your search cycle and get more offers!

Seats are limited, so register now.

Here are the details:

DATE: Tuesday, February 18, 2014

TIME: 6:30pm to 9:30pm

SPONSOR: Philadelphia Area Great Careers Group

PRESENTER: Brynne Tillman, President of Social Sales Link

INVESTMENT: \$20.00 (pay with your online registration)

WHO: Everyone is welcome!

LOCATION: Bartley Hall, Room 1010, Villanova University, Villanova, PA (Corner of Lancaster and Ithan Avenues)

REGISTRATION: Advanced registration is required and seats are limited. [Click here](#)

DIRECTIONS: [Click here for directions](#)

QUESTIONS: Call Eric at (610) 420-4158 or e-mail epkramer@gmail.com

NOTE: You will need to register as a member of www.MeetUp.com (free) in order to sign-up for this event. Do this at <http://www.meetup.com/Philadelphia-Area-Great-Careers-Group> by clicking the "Join Us" button at the top-right section of the web page.

About the presenter:

Brynne Tillman is President of Social Sales Link and author of LinkedIn and Social Selling. She links traditional sales training with social media for lead generation, prospecting, job search and career management. Brynne works with individuals, sales teams, sales management, business owners and professionals to network more effectively and make more qualified appointments. She teaches a unique approach to leveraging LinkedIn and social media, and she is a National LinkedIn

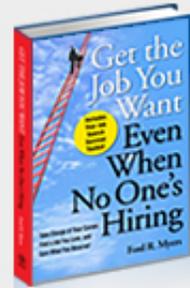
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speaker.

Event #2 – Thursday, February 27, 2014

SALARY NEGOTIATION – THE RULES OF THE GAME

Why is it that people have such a difficult time successfully negotiating their compensation? The reason we can't or won't negotiate is not because we're incapable of doing so, but rather because we just don't know how! No one ever taught us "the rules of the game!" For the purposes of this presentation, we look at negotiation as a game. And as with any game, we can't win if we don't know the rules!

Participants will leave this presentation with the ability to dramatically improve the results of their salary negotiations, translating into thousands of dollars of additional compensation. This is a very practical, "real world" program that focuses on mastering the rules of the salary negotiation game – a game that can actually be fun, as well as financially rewarding!

Seats are limited, so register now.

Here are the details:

DATE: Thursday, February 27, 2014

TIME: 9:00am to 11:30am

SPONSOR: Career Potential, LLC

PRESENTER: Ford R. Myers, President of Career Potential, LLC

INVESTMENT: \$25.00 (pay with your online registration)

WHO: Everyone is welcome!

LOCATION: Radnor Financial Center, 150 N. Radnor-Chester Road, Suite F-200, Radnor, PA

REGISTRATION: Advanced registration is required and seats are limited. Visit: www.careerpotential.com/signup/

DIRECTIONS: [Click here](#)

QUESTIONS: Call Ford at (610) 649-1778 or e-mail contact@careerpotential.com

About the presenter:

Ford R. Myers is President of Career Potential, LLC. His firm helps clients take charge of their careers, create the work they love, and earn what they deserve! Ford has held senior consulting positions at three of the nation's largest career service firms. His articles and interviews have appeared in many national magazines and newspapers, and he has conducted presentations at numerous companies, associations and universities. In addition, Ford has been a frequent guest on television and radio programs across the country. He is author of two books: "Get The Job You Want, Even When No One's Hiring" and "The Ultimate Career Guide."

These events are also opportunities to make new networking contacts, and get some of your career questions answered!

If you'd like to improve your career situation, you'll find these presentations to be particularly relevant and helpful.

Please pass this invitation along to anyone else who might benefit from these powerful seminars.

Special Bonus Audio – For Subscribers Only

"The 12 Habits of Highly-Successful Job Seekers in a Down

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Market"

The most popular (and possibly the most powerful) teleseminar I've ever conducted is called "The 12 Habits of Highly-Successful Job Seekers in a Down Market." Some subscribers to this e-newsletter have already heard the program – while others have been requesting that I offer it again. So as a special bonus this month, here it is! Just click the button below, turn-up your computer's speakers, and enjoy listening to the recording!

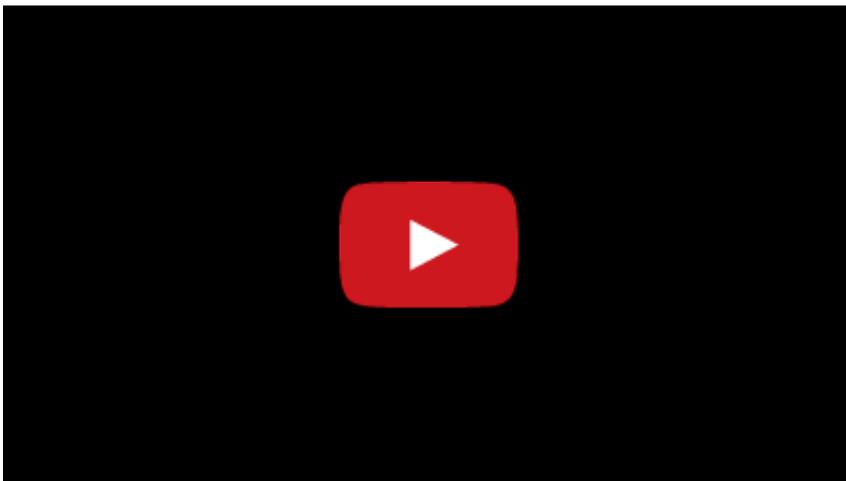


Client Referral Program

Here at Career Potential, LLC, most of our business comes through referrals. To encourage this process, we offer an incentive in the form of a "Referral Bonus." Each time you refer someone who becomes a career coaching client, we'll reward you with a generous American Express gift card! For details, please contact Career Potential.

Career Potential's YouTube Channel

Did you know that Career Potential, LLC has its own YouTube channel? Check it out, and watch all our TV interviews and educational presentations online. It's FREE, and you'll learn quite a lot by watching. Just visit: <http://www.youtube.com/user/careerpotential> and access all the video segments. Below is just one of them for you to enjoy.



Invitation from Career Potential – Complimentary Initial Consultation

The employment market is just too challenging these days to attempt a job search on your own. We provide the tools, resources, knowledge and skills that you can't get anywhere else – assets that are essential to achieve real success in job search and career management. Ask yourself these questions ...

- Are you dissatisfied with your current career situation, and with the way your career has been going?

- Are you frustrated by a job search that has been unsuccessful?
- Would you like to generate more interviews and get more offers?
- Would you like to enjoy much more career growth and earn more money?
- Would you like the help, guidance and support necessary to achieve your true potential?
- Would you be willing to invest in your career, if you knew that your investment would pay off quickly and significantly?



Career Potential, LLC is a career coaching and consulting firm that helps clients take charge of their careers, create the work they love, and earn what they deserve!

Want to learn more about our career success programs? Wondering how career coaching could help YOU? Please call today, or simply [click here](#) to see if you qualify for a complimentary initial consultation!

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