

Promote Yourself: The New Rules for Career Success

Dan Schawbel

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NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER

What managers look for... The future is you
Your career is in *your* hands

PROMOTE YOURSELF

**THE NEW RULES FOR
CAREER SUCCESS**

Have a positive influence Gain
Get ahead Build a network Quality
Improve Promote yourself
your skills Expand your role



Foreword by **MARCUS BUCKINGHAM**

New York Times bestselling coauthor of *Now, Discover Your Strengths*

DAN SCHAWBEL

Author of Me 2.0: 4 Steps to Building Your Future

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#75308 in Books Dan Schawbel 2014-09-02 2014-09-02 Original language: English PDF # 1 .33 x .83 x 5.531, .62 #File Name: 1250025680304 pages Promote Yourself | File size: 34.Mb

Dan Schawbel : Promote Yourself: The New Rules for Career Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Promote Yourself: The New Rules for Career Success:

3 of 4 people found the following review helpful. Must Read If You Work With College Students or Young People By cksyme Dan Schawbel has made a name for himself as the go-to guy when it comes to helping young people find career success. Although the principles in Promote Yourself are applicable to anyone of any age looking to build a successful career, this book will be important to anyone who works with college students or young people looking to

achieve career success in today's competitive job market. Numbers never lie and Schawbel did a great job of collecting data to make his case: in these economic times job seekers need some differentiators. It isn't just about having the hard skills anymore or the best resum. It's about promoting yourself strategically, and not in a horn-tooting fashion. The bottom line is that many college graduates today are not qualified for the jobs they are seeking. Just an example from the book: Intel, which has a tuition reimbursement program, recently cut 100 colleges from their list of schools because their audits showed that graduates of those programs didn't perform at the level expected from their degrees. Employers are getting picky. And many colleges are dropping the ball. In the introduction of the book, Schawbel introduces the philosophy of "thinking inside the box," which shows young wannabes how to build their potential in their present positions rather than always looking to go elsewhere to be promoted. The book addresses the hard skills that are really important for job success and suggests that young people take a hard look at their college preparation. He encourages readers to "make yourself indispensable" by finding out what managers really want and continually working to get better at those skills. The area that is the most impacting, I believe, is the chapter on soft skills-- something few colleges even pay vague attention to. But 71 percent of employers say they value emotional intelligence over IQ. The top traits companies are looking for today are in the soft skill area: ability to be a team player, strong work ethic, positive attitude, good conversation skills, time management abilities, the ability to listen well, and more. Schawbel encourages readers to use social media to their advantage, something I stress in Practice Safe Social(tm) workshops. He talks about social media profiles as assets. "Employers see your online reputation as a direct reflection on their brand," the author writes. A well-built personal brand increases your value to the company. The chapter on social media includes detailed instructions on how to build that strong personal brand on social channels. He also gives sage advice on how to balance self-promotion without coming across as a jerk. The Six Rules of Self-Promotion will help readers find that balance. There is also a helpful chapter on what managers look for when they are looking to promote employees. Anyone who works with or mentors young people should pick up a copy of this book. It's not just for young people looking to build a career. I especially recommend it for teachers, professors, admissions counselors, career and alumni offices, coaches, and athletic department staff.

3 of 4 people found the following review helpful. Good for younger workers. By David J. Serra This is a very good read for its target audience which is generation Y in the workforce. Many of Dan's insights are spot on. The big one is to learn, learn and learn some more, especially when the work day is over! He shows that it is the combination of hard skills and soft skills (people skills) that put you in a good light for promotion. Unfortunately Dan misses the point with other generations such as generation X (my self). He attributes generation Y as being more idealistic in that they will work for a cool or more socially aware company rather than one that pays well. This is not the entire truth here because these are traits more so of simply being young than of a particular generation. When generation X was young many of us were interested in working for "cool" companies and banks were boring. But then a lot of us got married, had kids, and a house. Once we started seeing how much things cost many of us opted for the higher paying job at a not so cool company. He also describes them as being more rebellious yet lets not forget that the baby boomers were the anti establishment 60s generation. Peace, Love and Rock'n'Roll. Being young we are all more rebellious and as time goes on, that changes. So I give Dan only 3 stars because he should have put on the cover somewhere this is a Gen Y targeted book.

0 of 0 people found the following review helpful. Pretty good book By Customer Pretty good book. Looking for more soft skill tips. But web based networking etc. is a good thing to learn more about.

"Dan will show you how to communicate your unique contribution, so that you make yourself indispensable." - From the Foreword by Marcus Buckingham, New York Times bestselling author of Now, Discover Your Strengths.

From Publishers Weekly Though branding expert Schawbel's (Me 2.0: 4 Steps to Building Your Future) latest book comes packaged with abundant praise from personal-improvement experts (Stephen Covey, Jack Canfield, Gretchen Rubin), his own advice, while reasonable, doesn't contribute much to the existing conversation. At the age of 26, Schawbel had had success with his "Personal Branding Blog," which led to a Fast Company feature, a book deal, and speaking and consulting jobs. This book is aimed at newly-graduated or early-career millennials. Schawbel sympathizes with young people, who are not, he claims, being effectively prepared by their schools for the real world. But companies need young entrepreneurial types collaborative, passionate and smart if they're going to succeed; and young people need to make themselves indispensable. In a colloquial, buddy-to-buddy tone, Schawbel covers topics including: using your existing job as a springboard to a better one; understanding the new rules of the workplace; pursuing continuing education; using social media appropriately; and getting promoted. He stresses the need to work within the system, focusing on ways that corporate life can be used to your advantage. While encouraging, the dull tone and familiar advice will make this book a tough sell. (Sept.) Praise for Promote Yourself: The New Art of Getting Ahead "This is a book about freedom. The freedom to chart your own path, make your own ruckus and stand up and say to the world, Here, I made this."--Seth Godin, New York Times bestseller and author of The Icarus Deception "Dan will show you how to communicate your unique contribution, so that you make yourself indispensable."--Marcus Buckingham, New York Times bestselling author of Now, Discover Your Strengths "If you're just standing around

waiting and hoping for the boss to notice you, I've got bad news: It's probably not going to happen. High-performing leaders are attracted to activity. You've got to get moving! In *Promote Yourself*, Dan Schawbel shows you what to do to get noticed and get promoted inside the company you're already with."--Dave Ramsey, New York Times bestseller and nationally syndicated radio host

"*Promote Yourself* is a tactical and practical guide to navigate the new world of work. It will inspire you to create your own career path and control your own destiny."--Guy Kawasaki, former chief evangelist of Apple, New York Times Bestselling author of *Enchantment* and *APE*

"Schawbel's book is a game-changer for any employee who is looking to get ahead at work. It reveals the skills and strategies that will turn you into a future leader."--Stephen R. Covey, New York Times bestseller and author of *The 7 Habits of Highly Effective People* and *The 3rd Alternative*

"In this remarkable book, Schawbel gives you all the resources, advice and inspiration you need to take charge of your own career and get ahead at work. Read *Promote Yourself* if you want to achieve your dreams and have fun doing it."--Jack Canfield, Co-creator of the New York Times bestselling *Chicken Soup for the Soul* series and *The Success Principles*

"*Promote Yourself* will motivate you to make a positive difference in your own career."--Patti Stanger, star of Bravo TV's *The Millionaire Matchmaker*

"Packed with research, real-life examples, and practical, concrete suggestions for action, *Promote Yourself* is an invaluable guide for anyone considering how to succeed better inside and outside of work."--Gretchen Rubin, #1 New York Times bestseller of *The Happiness Project* and *Happier at Home*

"Most career self-help books are written by pretenders for pretenders. Dan Schawbel's *Promote Yourself* is the opposite. Keen, insightful and written by a realist and for the talented."--David D'Alessandro, bestselling author of *Career Warfare* and Former CEO of John Hancock

"*Promote Yourself* is a very engaging and extremely thought-provoking read. The topic is both timely and highly relevant, and Dan sets the foundation with the facts and stories, distilled with both actionable and practical insights. I learned a lot from it and so will you!"--Brad Smith, CEO of Intuit

"Schawbel's book contains valuable, not so obvious insights to getting ahead in making your mark in today's competitive workplace. The book is based on Dan's solid research, provides sound advice and just might be one of your most valuable reads."--Michael Feuer, Founder of OfficeMax

Schawbel will help you navigate the new workplace with ease and give you all the tools you need in order to stand out at work and get promoted faster than your peers!--Barbara Corcoran, Founder of The Corcoran Group, investor/shark on ABC's *Shark Tank*, and author of *Shark Tales*

"*Promote Yourself* is a fascinating read and also a practical guide, for anyone entering the job force. Right on! Thank you Dan for giving us inspiration, and a solid blueprint for building a successful career."--Richard Thalheimer, founder and former CEO of The Sharper Image

Praise for *Me 2.0: 4 Steps to Building Your Future*

Packed with useful tips, *Me 2.0* can help anyone sharpen his or her personal brand.--Daniel H. Pink, New York Times bestselling author of *Drive*

This book offers a comprehensive guide for leveraging the big three social media features: LinkedIn, Facebook and Twitter. In this easy-to-read book, Schawbel offers a variety of branding techniques and tools to maximize job search success. This is a must-read for those who want to create a powerful persona that truly separates them from the competition amidst the war for talent.--Washington Post (Summer Reading List For Business Leaders)

"There is a path in this book. It leads through reality all the way to truth. In this landmark book, Dan Schawbel reveals how you can and must be your own brand. It will be your most powerful marketing weapon--if you do it right. And in these pages are the keys to doing it right."--Jay Conrad Levinson, father of guerilla marketing and author of the "Guerilla Marketing" series

"With *Me 2.0*, Dan Schawbel has done something remarkable, turning the subtle art of personal branding into a set of systematic and easily implementable strategies for success."--Robert B. Cialdini, coauthor, *Yes! 50 Scientifically Proven Ways to be Persuasive*

The business world is changing and what Dan Schawbel has captured in this book is the pulse of the changing branding market.--Gary Vaynerchuk, bestselling author of *Crush It*

College students, get this book and conquer the new digital recruiting landscape.--Keith Ferrazzi, bestselling author of *Never Eat Alone*

It contains practical ways of harnessing online tools to professional advantage.--The Financial Times

You can read it cover to cover for a comprehensive guide to branding in this social media age or you can simply access the section you need in the moment.--FoxBusiness.com

Me 2.0 is an easy, thought-provoking read and recommended for anyone who may find themselves back on the job market with only a paper resume as a calling card.--Entrepreneur

Me 2.0 is an instruction manual for developing your personal brand and then leveraging that brand to command your career.--The New York Post

Me 2.0 provides a comprehensive crash course on personal branding that includes easy to understand tips and strategies, expert quotes, and even a personal branding toolkit.--Fast Company

A very detailed and comprehensive guide to employing a full arsenal of mostly online tools - including social networking - to develop a public persona that will enable you to be the go-to person for your area of expertise.--Miami Herald

About the Author

Dan Schawbel, recognized as a "personal branding guru" by The New York Times, is the Managing Partner of Millennial Branding, a Gen Y research and consulting firm. He is the author of the #1 international bestselling book, *Me 2.0: 4 Steps to Building Your Future*, now in 13 languages. His second book, *Promote Yourself: The New Art of Getting Ahead*, will be released in 2013 by St. Martin's Press. Dan is a columnist at both TIME and FORBES, and has been featured in over 1,000 media outlets, such as Wired Magazine, PBS Nightly Business Report, and ELLE Magazine. He's spoken at Google, NBC Universal, McGraw-Hill, Harvard Business School, MIT, Time Warner, IBM, and CitiGroup. Dan was named to the Inc. Magazine 30 Under 30 List in 2010, the Forbes Magazine 30 Under 30 List in 2012, and BusinessWeek cites him as someone entrepreneurs should follow on

Twitter.