

HAPPY ABOUT
**THE CAREER
ALPHABET**

AN A-Z PRIMER FOR
JOB SEEKERS OF ALL AGES
800+ FAST & EASY TWEET-STYLE TIPS

BILLIE SUCHER
FOREWORD BY JOYCE LAIN KENNEDY



Happy About the Career Alphabet

An A–Z Primer for
Job Seekers of All Ages
800+ Fast & Easy Tweet-Style Tips

Book Excerpt

**By Billie Sucher,
MS, CTMS, CTSB, JCTC, CCM**

Foreword by Joyce Lain Kennedy



20660 Stevens Creek Blvd., Suite 210
Cupertino, CA 95014

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Foreword by Joyce Lain Kennedy

And I thought I was good at writing short-form advice to people seeking career lifts. Now I know I'm a piker compared to Billie Sucher, with her gift of concise, cogent guidance. You'll agree after reading the hundreds of her tweet-style messages of career-boosting wit and wisdom that grace these pages.

In this fast-paced era of tweeting and texting, the premise of this important book is especially compelling: less is more when sharing time-tested concepts and advice—with a full-throated salute to the future.

By sharing her best tips from a solid background of a master's degree in counseling and twenty-five years of consulting, counseling, and coaching, Billie nails it when she tells you how to develop the personal awareness and planning disciplines you need to master the twists and turns of your future.

Reflecting the finest tradition of brevity, Billie presents profound ideas in just a few words. You'll find many useful gems of thought here—clip those you like best or need to work on, and tape them to your mirror where they can do the most good in reminding you of smart moves and attitudes to surf this career world on your terms.

My alphabet letter for this book is "E" for excellent. If you can stand the pun, how tweet it is!

Joyce Lain Kennedy
Careers Columnist
Tribune Media Services

Introduction

Within these pages, you will find 800+ fast and easy tweet-style tips, thoughts, and ideas derived from twenty-five years of service in the career management trenches with clients from all walks of life, from all levels of the organization (entry to executive) and from all parts of the country. It has been my privilege to serve, counsel, learn, and share in the career successes of many. To all, thank you for the lessons and the learning that we have together known!

When I wrote my first career-related book, 'Between Jobs: Recover, Rethink, Rebuild,' over a decade ago, I wrote it using one-liners. Fast-forward to today and a new word called "tweets" has evolved into our vocabulary. Be it one-liners or tweets, may you find a good friend and career companion in 'Happy About The Career Alphabet.'

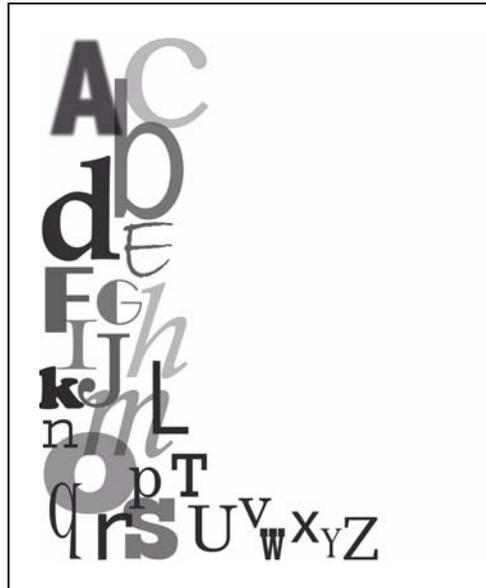
You can read one tweet per day, or, in less than sixty minutes, you can peruse the entire book and pick up tweet tips to last a lifetime! May you enjoy reading this book as much as I have enjoyed writing it for you. Somewhere buried within these pages, I hope you will discover a nugget or two that was written just for you!

And lastly, feel free to tell someone about this book via a text, a tweet, a blog post, a phone call, or a random mention in a face-to-face conversation. You just might make someone's search for a new beginning a little happier and a lot more hopeful! Happy reading and here's to *your* continued career success!

**Billie Sucher, MS, CTMS, CTSB, JCTC, CCM
@billiesucher**

P.S. I have intentionally left room at the back of the book for you to add your own tweet tips and job search reminders. If there's a particular tweet *you* would like to share, send it along to Happy About at <http://happyabout.com/> for possible inclusion in a second edition.

A Abilities to Attitude to Awards



Abilities

Your abilities are your gifts that provide the potential to generate a lifelong income source to support your livelihood. What are yours?

Accept

Accept a job that you want, not one that you don't. Say *yes* to the opportunity that is right for you, and *no thanks* to the one that isn't.

Acceptance

Acceptance comes when you realize that the way it is now is simply the way it is. Like it or not, there's no going back to before.

Accomplishments

Career accomplishments are contributions you have made to the workplace during your professional life. Keep track—you'll be quizzed.

Accountable

You are accountable for each and every action, deed, and word affiliated with you, your name, and your brand.

Accountant

Verify with your accountant or the Internal Revenue Service what, if any, job search expenses can be deducted on your annual tax return.

Achievements

What are your five best achievements in the past one, three, five years? Know with quantifiable precision—you'll be asked time and again.

Act

Act with consistency in all that you do, and do not use, abuse, or take advantage of any person in your network.

Action

Stop talking about it, and start taking action NOW—don't wait for the tomorrows of your life.

Action Steps

Action steps mean the difference between getting somewhere and going nowhere.

Action Verbs

Use action verbs to create a résumé that will wow the reader to action! Avoid repetition by doing a Google search of "résumé action words."

Active

Keep yourself active mentally and physically to create your very best self. It takes a vast amount of positive energy to find a new job!

Adaptability

Adaptability is a trait that allows you to readily embrace the ever-changing needs and demands of today's global workplace.

Adjectives

What five adjectives best describe Brand You? For job-related descriptors, research online at <http://www.onetonline.org/>.

Advancement

Advancement comes in many forms: up, down, sideways, backward, and forward. The point is to keep learning and growing regardless.

Advantage

What is your competitive advantage? Name five ways you outshine your competition. What can you deliver that your competition can't?

Advertisement

You are your own best advertisement. First, figure out what you are selling—the product you—before you ever go to market.

Advice

Advice comes with consequences. So before you take good (or bad) advice to heart, consider the credibility of the source.

Advise

Advise your network about the type of job you want. Offer specificity to generate spot-on leads that align with your target goals.

Advisory

Build an advisory team to help you succeed in your career and professional life. Be bold and courageous in seeking guidance and direction.

Advocate

Advocacy starts and ends with you. Stand up for yourself, speak up on your own behalf, and become your own best advocate.

Affirmations

Positive affirmations are the motivational and inspirational words you keep telling yourself and others to maximize job search momentum.

Age

Age is a number that works for you or against you. Is your age working for you, or is it the excuse that's holding you back?

Agencies

Contact a variety of employment firms: recruiters, state reemployment centers, and temporary placement firms to glean ideas and information.

Aggressive

Are you appropriately aggressive in pursuing your goals and dreams? What, if anything, can you do today to inch closer to your goals?

Agreement

Before you sign a legally binding document, read the fine print. Know what you're agreeing to before you agree to it.

Alignment

Is there a good fit between you and the job you desire? The more the two are aligned, the greater your chances of success and happiness.

All

Can you have it all? Before you answer that, first figure out your definition of "all," and then you'll know if you can or not.

Alternative

If one thing isn't working in your job search, try another. Always have a back-up Plan B, Plan C, and Plan D.

Alumni

Connect with your college alumni office to enlist their thoughts, ideas, and support with your job search and career goals.

Ambassador

Always strive to be an exemplary ambassador to others, be it an employer, your community, or a person whose life you touch.

Ambition

Let others know of your ambition and goals and invite them to mentor you, guide you, and support you in the process.

Americans with Disabilities Act (ADA)

Know your rights and it may well keep you from many wrongs.

Analyze

Analyze a job offer for duties, resources, expectations, location, hours, salary, vacation, benefits, bonus, and incentives.

Antennae

Always have your antennae up and on—you may discover a contact, piece of information, or idea worth sharing with a friend or colleague.

Anticipate

Anticipate questions you may be asked in an interview. Stay calm, focus, take a moment to formulate a good answer, and then respond.

Appearance

You get one chance to shine at an interview. Always dazzle your audience with these three Ps: professionalism, positivity, preparedness.

Application

When completing an employment application online, follow directions. If filling out by hand, use black ink and print, don't handwrite.

Appropriate

Being appropriate counts when it comes to appearance, attitude, attire, and actions before, during, and after the interview.

Area Code

When leaving a voice message, speak clearly so your message, including your callback number with area code, can be easily understood.

Arrogance

There is a fine line between confidence and arrogance—one will help you and the other will hurt you and your career.

ASCII (American Standard Code for Information Interchange)

When you need to create and save your résumé in different formats (ASCII, web-based, PDF, MS Word) go here:

<http://www.asciiresume.com>.

Ask

Ask for what you want. Ask for what you need. Ask for help. Ask when you don't know. Ask questions—lots of them—until you get answers.

Aspiration

Aspiration trumps imagination, for without it you having nothing but a notion.

Assessments

If you're unclear about career options, take a career assessment, online or offline. Search Google or Bing for "career assessments."

Assets

You're born with many assets, talents, and abilities—the trick is to know what they are and share them with others. What are yours?

Associate

Be selective about the words you associate with you and your brand. Make the thesaurus your friend and use words that match your message.

Assumptions

Assumptions are just that. Whatever it is you're wondering about, get the facts from a credible source. Make no assumptions!

Attainable

Are your goals, dreams, and desires attainable? How do you plan to achieve them?

Attire

Keep your career attire appropriate, even in casual work environments. From top to toe, make it your professional best! People notice.

Attitude

The best credentials in the world won't outshine a poor attitude. How will others describe your attitude?

Attorney

Seek the legal counsel of a competent employment law "expert" when dealing with career-related contracts and issues.

Attraction

Are people naturally and easily drawn to you and is it easy, or difficult, for you to gain attraction for your brand?

Attributes

Name five words that well describe you and your attributes. Avoid using commonly cited words such as loyal, honest, and hardworking.

Authenticity

Do you present yourself to the world as genuine, real, and authentic? Name one strategy you employ to show the world your authenticity.

Awards

During your employment in the past three to five years, what awards have you received from your employer, or civic, or professional groups?

About the Author



Billie Sucher is a nationally-known career transition expert, outplacement consultant, professional résumé writer, speaker, author, poet, and prolific blogger for Career Hub, <http://www.careerhubblog.com>. For over two decades, she has provided professional career management services to organizations and individuals throughout the country (from entry level to executive level), doing so with an unwavering commitment to and passion for:

- Career Consulting, Counseling, and Coaching
- Professional and Executive Résumé Writing
- Company-sponsored Outplacement and Career Transition Programs (Group/Individual)

- Personal Branding for Competitive Advantage
- Interview Coaching to Win the Offer
- Public Speaking and Seminars on Career Topics

Sucher holds a Master's degree in Counseling from Drake University and numerous industry certifications including International Job and Career Transition Coach, Career Management Alliance Credentialed Career Manager Distinction, and William Bridge's Transition Management Certification. Her résumé and cover letter work is featured in twenty-eight national best-selling books. Earlier this year, Billie was named one of the *150+ Experts on Twitter ALL Job Seekers MUST Follow* and one of the *50 Personal Branding Consultants Worth Working With*. The author of 'Between Jobs: Recover, Rethink, Rebuild,' and 'Baseball for Life®' perpetual calendar, she invites you to visit her website, follow her on Twitter, or connect with her on LinkedIn:

<http://www.billiesucher.com>

<http://www.careerhubblog.com>

<http://www.Linkedin.com/in/billiesucher>

<http://twitter.com/billiesucher/>

Getting “Happy About the Career Alphabet”
(<http://www.happyabout.com/happyaboutcareeralphabet.php>)

“Happy About the Career Alphabet” can be purchased as an eBook for \$14.95 or tradebook for \$19.95 at <http://www.happyabout.com/happyaboutcareeralphabet.php> or at other online and physical book stores.

Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info or phone (408-257-3000).