

About the Author



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Molly is a business coach who has devoted the last six years to helping others find the career happiness and success they desire.

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Introduction

The perfect formula for business success is a slippery little devil. For decades professors and business analysts have studied, pondered and theorized about this topic. And finally after thousands of books on the subject, I think we have all come to the conclusion that there is no magic formula. “What about



marrying the boss’s daughter,” you ask? Well, yes that does work for some, and many people are content to wait around for a lucky break that may not ever come. But you aren’t one of those people. If you were, you wouldn’t be reading this book.

So what can you expect in this book? Simple, easy to understand and **very effective strategies** to succeeding in business. Really it’s a promotion plan emphasizing personal responsibility and professionalism. Now I’m not going to fool you, these strategies do take hard work and to be most effective, they must be applied consistently. But by following this plan, you will **significantly** enhance your chances of getting noticed by the company decision-makers (hereafter referred to as the “Head Honcho”)



and ultimately getting ahead. These strategies worked for me and they've worked for a lot of other professionals that I have mentored over the years. Now when I say they worked for me, don't take that to mean that I didn't make my fair share of mistakes along the way. Believe me, I did. Which is how I developed some of the strategies in the book. So by reading this book, you'll have the benefit of learning from my mistakes.

One word of warning, however, before we proceed: Remember when I said that if you utilize these strategies consistently that you'd get noticed? Well, I didn't mean noticed only by the Head Honcho. This getting noticed business includes getting noticed by jealous co-workers in your company. There are a lot of lazy employees out there. And once you start implementing these strategies, your behaviors are really going to highlight their laziness. And sometimes jealous employees react to competition in dysfunctional ways, so you'll need to watch your back. Also, by operating differently than most of your colleagues, you may appear to be a snob, which means that you will have to take extra pains to appear friendly and approachable. But don't overdo it! You don't want to appear as fake or a suck-up either. Sound confusing? Don't worry – we'll discuss this in depth.

By themselves some of the tips we'll discuss may seem silly or inconsequential, but when combined with the other strategies and applied consistently, they combine to create a polished, competent and super-professional image.



If you read the book and realize that you are violating some key rules, you can change these behaviors right away. By implementing these strategies and behaving in a responsible, mature and ethical manner, you will be rewarded with the respect and attention of the top brass. Working on your career takes dedication, time and hard work. But it is so worth it. You are consciously developing work and personal habits that will serve you well for your whole career.

As you read this book, take notice of the concepts, ideas, strategies and tips that are highlighted. These are of particular importance. (Please note that some of these highlighted words form incomplete sentences and awkward wording when read alone.) You may consider reading the whole book, and then occasionally scanning it to review the highlighted words. This will help you stay aware of the big picture and the strategies that you should be focusing on the most.

My intention for you is that you will find this book as an incredible resource guide for taking charge of your career and finding the success and satisfaction you desire. I am passionate about helping people find happiness in their careers. It's a hugely important issue, and if more people could manage to do this, the world would be a much better place.

Don't forget to enjoy yourself as you start your course for success!

My Very BEST WISHES for your Career Success and Satisfaction,

Molly Luffy



I'm going to start the book with a nice and easy topic for you. Instead of jumping right in with some difficult (and probably more exciting) topic, I've decided to ease you into things. Now this is a double-edged sword because while these first several topics act as the most easily introduced into your work



repertoire they are also the most boring. Well, they're not really boring just sort of dry. I'll do my best to keep things lively for you.

❖ Dress to Impress

I know that this dress for success topic is much-discussed one. But there's a reason that it is. Because it is vitally important in creating your professional image! Since this is one of the easier things that you will be working on, sit back and relax. It's painless, I promise.



❖ Manners

I hate to do it, but I'm going to have to sound like your Mother again. That's right, it's time to travel back in time to the days of your youth. The years when you were taught right from wrong and good from bad. The time when Mommy nagged you about

your grades, your clothes, your friends and yes, your manners. Now hopefully some of you are thinking that this manners thing is so elementary that it doesn't even deserve discussion. If you are one of those people, good for you. I applaud your parents for instilling the importance of good manners in you so strongly that you have not been swayed to stray by the manner-less masses. Yes, I said it and I'll say it again. MANNER-LESS MASSES!

Why so animated? Let's just say that bad manners is a pet peeve of mine. I am constantly appalled at the glaring lack of manners exhibited in today's workplace. I believe people are using America's trend towards





Paranoid. That's me, folks. Well, maybe not really genuinely, hard-core paranoid, but definitely, a little paranoid at times. Let's just say that from time to time while walking the caution tightrope, I have plunged headfirst straight into paranoia's net. Not on purpose, of course. Mere accidents, to be sure and I've



returned to reality relatively unscathed. Perhaps a bit embarrassed for being so paranoid, but always smarter for having had the experience. Many times it turned out I was paranoid for a reason.

As much as some people hate to admit it, **every company has some sort of political dynamic**. Now this can run the gamut from your average rumor mill all the way up to serious corporate terrorism. And even though you may not see the signs of a political structure right now, it's probably because you don't know what to look for. So read on and prepare to keep your eyes and ears open so you don't become a victim in the ruthless game of corporate politics.