

FOR IMMEDIATE RELEASE

Success-Oriented Women: Achieve Anything ... With *Career MAGIC*

Jenkintown, PA – Goodbye glass ceiling! Looking for a prized promotion or assignment on a special high-profile team ... whatever the objective, it can be obtained, if you use effective personal marketing strategies.

The only thing that holds many career-oriented women back in the business world is self-inflicted limitations – fear, mannerisms, complacency and lack of confidence.

On February 17, 2004, a new tool for female professionals seeking success hit the shelves: *Career MAGIC: A Woman's Guide to Reward & Recognition* (Career Skills Press, tradecloth, \$24.95). Successful business owner, entrepreneur and author Marjorie Brody, MA, CSP, CMC, shares her MAGIC formula for self-marketing success in this book, and along the way, relates strategies that have worked for more than 30 highly successful female executives representing more than a dozen industries.

“I’ve been there. I know what it’s like to have the skill *and will* to do more professionally, but have something – an unknown, hidden barrier – holding me back,” Brody explained. “I was determined to find out how people were achieving the kind of professional success and recognition that I wanted and deserved. So, I started researching and observing. I learned to be *proactive*, not *reactive*. I stopped waiting to be discovered, and started letting the right people know I was capable and interested in doing more.”

Brody’s message is simple: Opportunity will not come knocking on your door. Businesspeople – women especially -- have to find and make their own opportunities. Thus the birth of Brody’s **MAGIC**al self-marketing formula:

- M – Manner.** The impression you make and how you communicate with others. Add an “s” to manner: Your manners matter. Common courtesies, or lack of them, can affect your career.
- A – Advocates.** People who can hire you, recommend you, or introduce you to others. Find ways to meet and develop relationships with people who will be your advocates.
- G – Growth.** Continually investigate ways to grow. This includes determining what skills and knowledge you should acquire, and what risks to take for achieving goals.
- I – Involvement.** Get involved in organizations and seek leadership positions that will give you the most visibility.
- C – Commentary.** Seek opportunities to give commentary through writing and speaking engagements. This will help you get established as an expert in your field.

More information about Marjorie Brody can be found at www.MarjorieBrody.com. To get your review copy of *Career MAGIC: A Woman's Guide to Reward & Recognition*, call Miryam Roddy at 800-726-7936 or e-mail mroddy@BrodyCommunications.com.