

Dear clients and colleagues,

I want to wish a very prosperous New Year to everyone! It will improve over 2003.

Feel free to pass this free E-zine on.

To *subscribe*, click on my email address, <mailto:randy@randyblock.com>
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Announcement:

Networking accounts for up to 80% of the jobs that are offered. On Wednesday, January 21, I will be giving a half-day seminar on "Networking That Gets Results" at the Marriott in San Mateo. For details click on <http://www.6figurejobs.com/>. Pre-registration is required.

This month's featured articles are:

- #1. Hiring Predictions 2004**
- #2. A Second Language—A Significant Asset**
- #3. Jobless Count Skips Millions**
- #4. Success Story**
- #5. Humor Department**
- #6. Words that Inspire**

#1. Hiring Predictions 2004

Nationwide, it looks better than 2003. According to a recent survey of nation's employers by Manpower, 4 to 10 percent will increase their workforce in 2004. Some industries will see growth (such as healthcare) and other industries (such as manufacturing) will continue to decline. But the net result will be more hires for the New Year.

According to Workforce Management top analyst, Marc Pramuk, unemployment nationwide still hovers at 6%. To maintain this, the U.S. Economy will have to create 50,000 jobs per month. There is moderate optimism for recovery in the job market. He predicts companies will make greater use of temporary and project based labor in 2004.

In a 12/13/03 San Francisco Chronicle article written by Sam Zuckerman, he states that Southern California job market is relatively healthy and will continue to grow.

For the San Francisco Bay Area, Zuckerman said that job creation will lag behind the rest of the nation. The prediction is for slow job growth and a very gradual fall in the unemployment rate in 2004. Santa Clara County still leads with the highest unemployment rate at 7.2% with Marin County having the lowest unemployment rate of 3.5%.

The most Bay Area jobs being created in 2004 will be in the healthcare and financial services sectors. Job growth in the high tech sector will be muted. There will continue to be a huge surplus of talent in the Bay Area in 2004.

To create revenue for your self, I still recommend that you lead with your solutions and keep your options open (full time, part time or short term project). That project you sign up for can bring in cash and can lead to full time.

#2. A Second Language—A Significant Asset

In coming years, English only speakers will themselves at a competitive disadvantage for a growing number of US jobs as employers continue to expand globally.

Cheaper and faster communication technology is putting employees in direct contact with customers, suppliers and fellow workers on a global basis.

What jobs will be affected? A pretty wide range—from insurance, to transportation, to tourism, to sales and marketing, website developers, graphics designers etc...)

Experts advise the following languages: Spanish, Mandarin Chinese or Cantonese, Portuguese, Arabic or Farsi, German, Russian and French.

(From an article by Andrea Coombs, in *CBS Market Watch.com*)

#3. Jobless Count Skips Millions

In a recent LA Times article by David Streitfeld states that the jobless rate hits 9.7% when the underemployed and those who have quit looking for a job are added.

The nation's jobless rate is at 5.9%. This rate is benign by historical standards. There are 8.7 million unemployed. Unemployed is defined as those who are actively seeking work. But lurking behind that group is 4.9 million part time workers are underemployed. They would rather be working full time. Thus is the highest number in a decade.

There are also 1.5 million people who want a job but didn't look for one last month. Officially termed "discouraged," their number has increased 20% per year. Add these together groups together and it totals 9.7%, up from 9.4% a year ago.

There are 9.6 million people who say they are self-employed full time, a number that rose 118,000 last month. Without the recent increase in self employed, the jobless number would look much worse.

The segment of the workforce that has been jobless for more than 15 weeks has risen more than 150% since 2000.

A little more than 8% of the people who want a job in the San Francisco Bay Area are estimated Bureau of Labor Statistics to be "discouraged". Discouraged workers have never been counted in the unemployment rates.

Job creation in the first quarter of 2003 was the lowest since 1993 according to Erica Goshen, an economist with the Federal Reserve Bank of New York.

I'm glad that this is not "politics as usual."

#4. Success Story

From Po Bronson's book "*What Should I Do With My Life?*" (Highly recommended)

Stephen Lyons

Stephen was a trained electrician. He made a good living but always wondered if he should have gone to college. Then the 1990's recession hit. Unable to make mortgage payments, he sold his house and moved to a tiny apartment in Marin City, Marin County. He heard that Dominican College had a cranky HVAC air-conditioning system that was prone to breaking down. He went to the school and offered to work for free for a month. They agreed. He went on the payroll in a month. It wasn't his dream job but he took it.

He found out that college employees could attend classes for free. He learned that most other people were not any smarter than he was—a good lesson. For his final paper for his business degree, he submitted a business plan for a solar energy company.

He kept his day job and started his own company. The power crisis struck. He put his business development into high gear. He now has more work than he can handle.

#5. Humor Department



#6. WORDS THAT INSPIRE:

“Never mistake motion with action.”

--Ernest Hemingway

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