

Dear clients and colleagues,

My clients are experiencing a pick up in activity. It

Feel free to pass this free E-zine on.

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

We all know that the most qualified person does not always get the offer. More often than not, the candidate who interviews the best has the highest probability of getting the job. I will be giving a half-day seminar on “**Interviewing Techniques That Get Results**”. **Interviewing Seminar**: March 31, at the Biltmore Hotel & Suites in **Santa Clara**

Up to 80% of jobs are obtained through networking. We will discuss techniques and methods for effective networking. Are you spending 80% of your time networking? **Networking Seminar**: March 24, at the Renaissance Parc 55 Hotel in **San Francisco**

For details click on <http://www.6figurejobs.com/>. Pre-registration is required.

This month's featured articles are:

- #1. Why jobs are lagging**
- #2. Your Job Hunt Can Provide a Tax Break**
- #3. Networking tip**
- #4. Success Story**
- #5. Humor Department**
- #6. Words that Inspire**

#1. Why jobs are lagging

There is no single reason why jobs are lagging, but rather a combination of factors:

Psychology: Many employers still lack confidence that the economy is strong.

Productivity: As demand rises, businesses are able to keep increase output by working employees smarter or harder

Off shoring: Some new hiring is being diverted from the United States to such low wage locations such as China and India

“Wal-martization”: large customers are forcing suppliers to trim process, prompting vendors to seek cost savings

Contracting: Employers are stepping up their use of temporary and contract workers, keeping permanent payrolls down (Read Bill Bridges book *JobShift*”, publishes in 1994... just about everything Bill predicted is coming true.

Costs: Rising benefit costs have become a disincentive to hire.

From an article by Sam Zuckerman, *San Francisco Chronicle*, 2/22/04

#2. Your Job Hunt Can Provide a Tax Break

Under certain circumstances, job hunting expenses are tax deductible.

Some of the tax deductions include:

Employment agency and outplacement agency fees

Resume services
Printing and mailing of search letters
Want ad placement fees
Telephone calls
Travel expenses including out of town job-hunting trips.
Cost of putting together a portfolio
Advertising

Unfortunately, recent graduates are out of luck. The costs in obtaining their first job are not deductible.

From a 2/11/04 CBS MarketWatch article by Kay Bell, Bankrate.com and TurboTax (submitted by Tom Williams).

Recommend obtaining further advice from your financial advisor or your accountant.

#3. Networking Tip

In today's busy world, it's increasingly difficult to find time and places to spend with someone in person. Yet, face-to-face time is always more powerful and memorable. Through creative planning and perseverance you can spend time with the people in your network and focus on developing new and stronger relationships.

This month's tip covers one of the most important aspects of networking: face time. F- Make it Fun and Friendly. Find unique things to do and places to meet. A-Adapt to each other's timetable and surroundings. C-Connect and find Common interests. E-Know when to Exit-be respectful of other people's time.

Here are some creative ways to get face time with people:

Besides traditional breakfast, lunch or dinner, suggest meeting for coffee, tea or cappuccino
Play a game of golf, tennis or bridge
Go for a walk, spa treatment, or spend time at a health club
Meet at a museum, art gallery or store
Attend an industry event, cocktail party or trade show
Get tickets to a play, concert or sporting event
Share a cab to a meeting or meet at the sky club at the airport

Be creative. Everyone is busy and appreciates new and unique suggestions. ***A face-to-face meeting is invaluable in building solid relationships.***

From Andrea Nierenberg. Feel free to contact her at andrea@selfmarketing.com

#3. Success Story

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

Rick Olson

He was a corporate lawyer specializing in radio station mergers. He was good at closing deals but was terrible at bringing in new business. He'd been passed over for partner several times. The hours were long and he just didn't enjoy it anymore. He had a permanent "edginess" to him.

He was divorced with a seven-year-old son he saw on Saturdays.

One day his son asked him about why the rivers in their city flowed the way they did. He couldn't answer. He never noticed how the rivers flowed before. That stuck with him.

When he was particularly frustrated with being a lawyer, he often said: "I'd rather drive a truck".

He quit his job and became a trucker. Long haul trucking has cleaned up its act. Recruiting is aimed towards drivers who can handle the clients as well as the rig. CB's have been replaced with satellite computers and mobile phones now.

He loves his independence. "You are *never told* how to do your job," Rick says.

#5. Humor Department

#6. WORDS THAT INSPIRE:

"Twenty years from now, you will be more disappointed by the things you didn't do than by the ones you did. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."

--- Mark Twain

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