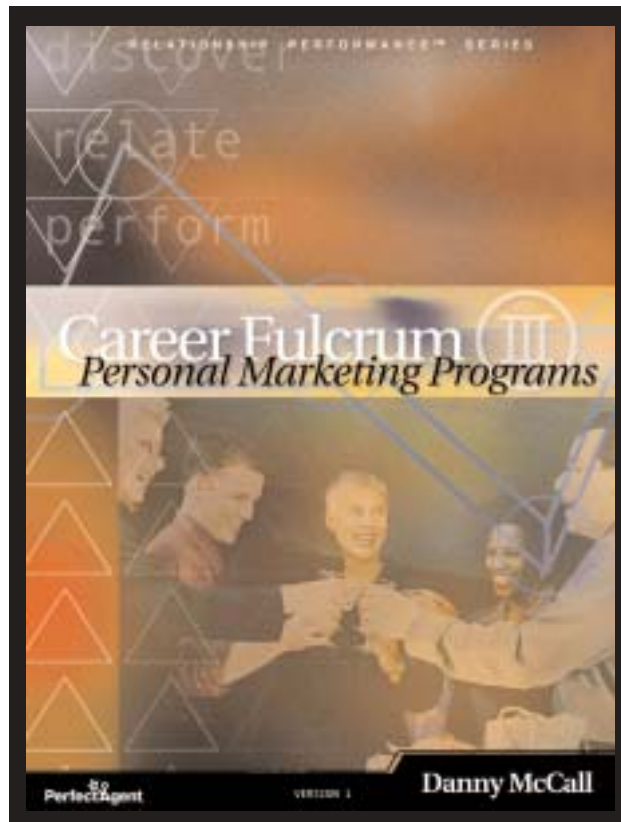


C A R E E R F U L C R U M

Career Fulcrum Vol. III

excerpt from
The Foreword



This is an excerpt from *Career Fulcrum Volume III: Personal Marketing Programs*.
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V O L U M E I I I

In this volume of *Career Fulcrum*, we are going to get focused, serious, practical, very thorough, and quite advanced in our approach to managing and navigating your career. I will be presenting proven processes and methods for you to create and keep markets (buyers) for those values that you offer as the seller of your talent. I will make resources and tools available to you. Said another way, my purpose is simple—to provide you with the means and resources to consistently get the roles you want and to keep the roles you enjoy. A related secondary purpose is to give you a competitive edge—some might call it an “unfair advantage”—to acquire the roles you seek or, in some cases, to keep the one you have.

There are already plenty of excellent “how to get a job,” “how to interview,” “colorful career counseling,” and “personal branding” resources available to you, which you may find online, through local and national counseling entities, or at your local library or bookstores. These resources are valuable and readily accessible, so I will not be trekking again across the well-traveled paths of that type of advice, instruction and counsel. I am certainly not going to help you write a résumé. (Through *Career Fulcrum* you know what I think of résumés!) Instead, I’ll assume you are using those resources that are available to you for career literacy. It is imperative that you have read and understood *Career Fulcrum Volumes I & II* and that you are prepared to apply its frameworks. Now, I seek to help you build upon and go far beyond most of those models, so you can augment them with the powerful methodologies and resources, which I will make available to further serve your interests, aspirations and needs in promoting your value to your present and future organizations and their respective talent stewards.

Together, we’ll build a comprehensive and continuing personal marketing foundation and communications capabilities that are complete with related step-by-step processes, techniques, tools, resources, and competencies. These will be expressly designed to apply *Career Fulcrum* principles across the daily events and opportunities as you traverse and navigate a variety of roles and organizational landscapes. This will not be a “paint by numbers” approach. Rather, I will strive to teach you how to apply the underlying principles and tools of personal marketing. It will then be your responsibility to use these principles to apply the vast variety of pigments of your own special paints to the clean canvas of your own circumstance. Only you can paint your own masterpiece. And while you will not find any simple formulas or silver bullets in this guide, you can expect to be well equipped to find and reach your own best destinations.

I realize this may seem to be a bit too much for some people, and perhaps they should exit now. This is particularly true if they are not willing to think deeper and take further actions to achieve and realize their expressed desires. On the other hand, the fact that you are reading this indicates that you may be a person who recognizes that a big, critical hunk of your life is at stake—that is, the large fraction of each week, month and year you allow for your work.

Also at stake are the greater rewards you can derive from your work, including personal fulfillment, which are directly coupled to your actions (or inactions, as the case may be). You may also consider yourself and your capabilities as quite valuable, and as such you may seek to realize the greatest compensation fee for what you have to offer (...using both flow and your *Personal Triangle™*, of course, you now understand that compensation is more than just money). If these statements resonate as your perspective; if you have places you want to go; if you have objectives you'd like to realize; then jump in!

Chapter 1, which follows, may or may not resonate for you. I will perhaps lecture a bit too much for some of you, and maybe not enough for others. It will certainly seem to many as a strange diversion at times. On the other hand, I have found it necessary to get some things “out into the light” on the front end, before I can begin to help people with their personal marketing. Please bear with me and appreciate the wide range of audiences who I must prepare for the subsequent chapters. Chapter 1 has three separate areas of concern and related content that points to issues and categories of challenges that are essential for you to personally examine, and if applicable rectify, before you can be effective in marketing yourself. Think of Chapter 1 as a “pre-flight” checklist that you should complete, before you can learn how to better soar in the subsequent chapters. So again beforehand, I ask that you pardon the three short lectures forthcoming... Immediately thereafter, Chapter 2 will introduce relevant perspectives to you. Chapter 3 will present fundamentals you need to know and appreciate. Then by Chapter 4, we'll be well underway to constructing your first Personal Marketing Program.

“A lecture is an answer to a question not asked.”

—Ryan, my teenage son



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