

Tara Leigh Parks

Ghostwriting Sample: Self-Help Content for Career Coach

A lot of people feel that working on personal obstacles entitles them to success. People who survive a terrible childhood might think that means they deserve more in life. They sit and wait for things to happen. They wait to be noticed. No one is looking for you! Remember that. You have to let people know you're there and tell them what you can do. Then show them what you can do. Overcoming personal obstacles is important but the thing is... that differs from working on the actual process you want to lead to your career success. Your professional process needs work, too. You have to stay current with education and training relevant to your job. You must ensure that you understand the cultural vibe of your organization, whether you own the organization or work for it.

Understand the factors related to both personal and professional skills, but if you're counting on winning the approval of hiring managers and other decision-makers because you've overcome personal life traumas, that won't get you hired or promoted. You need to obtain and/or sharpen skills relevant to your profession. Even if you have no experience, you need to show that you are willing to do the professional work that helps the organization grow. And keep learning. You can never be current enough. The idea of being "current enough" leads to not getting hired, passed over for promotions and even worse, fired.