

# THE GOLDEN EGG

## Everybody needs one of these

*Follow these simple steps to write your own professional profile*



How's your profile? Forget about silhouettes; on paper, in an elevator, online, how well do you describe who you are and what you do? This description, your profile, may appear on LinkedIn, your website, a staff directory or elsewhere. Here's how to make sure it shows the best of what you have to offer.

First, jot down what you do to help people or the world. No job titles, please. If you can use words that a fourth grader would understand, all the better. Now, who do you help? How does this make their lives better? If you can polish these three answers into a statement, you will have your profile.

### Present Yourself!

One of my early jobs involved giving tours in a museum, and my very first tour group was a class of fourth graders. "Don't worry, you know more than they do," my boss said. I sure didn't show it; speaking with trepidation to this rowdy group soon had the boys in the back of the group clowning around. But we had on display a rare, multi-million dollar item! And it had a good story! So I took a deep breath, projected my voice and started with an attention-getting opener. Soon, everyone was paying attention. Where in your life do you need to take a deep breath and get some attention?



*-Jennifer Lader*

### WORDLIFTING: ENOUGH ABOUT JUST

There are good times to use the word "just," and there are bad times. Good times: When referring to what is right, fair and good; when seeking justice. Bad times: Whenever using the word "just" has a diminishing effect.

Have you ever said any of the following? "It's just me," "I just wanted to ask you ..." or "I just want you to know ..."



That kind of "just" is similar in meaning to "only" and has the connotation of something not very significant, as if you or what you are asking or saying will hardly make a difference, use up any resources such as valued time or otherwise rock the listener's world. Is that what you want to convey? Let's save "just" for when we want justice.