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Don't make opportunity wait to meet you

On the Job



By Nancy Mackevich Glazer

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Bringing in business from new or existing clients isn't brain surgery. Likewise, landing your next career opportunity isn't that complicated either. Your common sense should tell you that the more irons you have in the fire, the better your chances will be of landing what you want and avoiding disappointment.

It's a numbers game, simple as that. Sometimes, a new job or a client drops upon us, but not usually. I endorse making your own luck, not falling into it.

Getting there is simple. Push aside your computer, get out of your office and meet people. Listen, too. Try to hit a chord with the people you meet. Find a way to be relevant for them.

People engage and hire people who they know — and like. The more interactions you have, the better your chances. Therefore, know what you can offer, keep it succinct, make it memorable.

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