

From: Lauren Still - Buoyant Life <lauren@buoyantlife.com>
Subject: **Your Brand, Your Career - November 2008 Newsletter**
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To: lauren@buoyantlife.com
Reply-To: lauren@buoyantlife.com



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Issue: 20



Dear Lauren,

Going into the holiday season is often hectic as your usual busy schedule gets peppered with additional tasks, events and pressures. This month I've added two additional sections to the newsletter:

- An extra article on staying sane during the holidays, and
- Some Holiday Specials that may make your gift-giving a little easier this year.

I've also continued the thread of articles on branding, this month focusing on how you can use your personal brand in your career.

As always, I invite you to forward this newsletter to everyone you think would benefit from and/or enjoy it.



Wishing you success, balance and freedom every day!

Warmly,
Lauren Still

How Your Brand Fits Into Your Career

In the last issue, we explored what a personal brand is and why it is important. One way you can use your personal brand to further your career is to continually project a consistent brand, without seeming rigid.

We all need to learn and grow to get to the next level, so think about where you want to go, and how your strengths and your brand can help you get there. Then think about what else you'll need to succeed at the next level, and ask yourself what the logical extension of your brand would be that could encompass those skills and attributes. Do you need to update or tweak your brand in order to get there?

If you've created your brand based on your core values, skills and experience, you shouldn't need to completely rebrand yourself, but you may need to expand what that brand means and who it benefits. How does adding new and different skill sets enhance your brand? Who else can you serve?

Maintaining a delicate balance between consistency and growth allows you to project your brand into the future, create a vision for where your career can go, and then build on your message, skills and experience to make it happen.

(We'll take a break from personal branding next month, and in January we'll introduce the first article in a 5-part series on how to develop your brand based on Lauren's personal branding model.)

I'm always interested in hearing your thoughts. Please [email me](#) your comments and ideas for future articles you'd like to see.



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Karma Corner

Monthly featured business

Do you know how much parents spend on disposable diapers? Concerned about the landfill they create?

Use organic cloth diapers instead!

[Play All Day Gear](#)

Quick Links

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Coaching Question

What is your intention for the holidays this year?

Ten Tips to Enjoy Your Holidays

We all know that the holidays can be delightful, or maddening. Setting intentions for the holidays and keeping our perspective can help us enjoy this season for all the right reasons.

Here are ten tips to make your holidays more enjoyable:

1. **Set an intention** to enjoy yourself, and even enjoy some of the madness.
2. **Tune in** to what makes the holidays special for you.
3. Find one or two **simple ways to capture that magic**, and create meaningful traditions.
4. **Set a budget** ahead of time and stick to it. Decide what you can afford to spend this year, and then get creative about sticking to it so finances don't become a stressor.
5. Ask yourself what would make a **beautiful memory**, rather than a physical gift.
6. Consider **unplugging from consumerism** and agree with your family or friends not to give gifts, make charitable donations instead, or make gifts for each other.
7. **Mitigate the biggest holiday challenge** you face. Whatever you usually say "yuck" to, find a way to make it more fun, easier, or outsource it.
8. **Take a day off** and get yourself organized. You'll be that much more relaxed when your To Do list is clear.
9. **Create extra patience**. Decide that you will leave 5-10 minutes early so you can be more relaxed and keep your cool in crowded parking lots, stores and other places.
10. Find one way you like to **relax and work it into your schedule**. This may mean keeping up with your exercise routine, making time for baths with special bath salts, booking a massage or something else "zen."

Have delightful holiday season!

Holiday Specials

Looking for a gift that keeps on giving?

Buoyant Life introduces five holiday packages to make your gift-giving meaningful and easy. These packages will be positively impacting the recipient long after the decorations are packed away.

Detailed Resume Review & Critique: The right resume can get you in the door! Improve your resume's effectiveness with specific advice on how to make your resume stand out. \$99

Job Search Booster: Right Image + Right Actions = Right Job! 6-week group coaching program to get your job search off to the right start, or improve on what you're already doing. \$149

Resolution Resolve: Clear goals + Accountability = Successful Change! This year, give yourself the tools to achieve your New Years Resolution. Start with a 45-minute goal-setting session, followed by (4) 15-minute check-in sessions over the course of 2 months to track progress and help you overcome challenges as they arise. \$149

Understanding Your Work Expectations & Communications: Assess and understand your expectations about work, and how your communication style can move you forward or hold you back. Create your action plan to make the most of your new knowledge. \$229

Work Performance Booster: Increase your work motivation, performance and value! The best job security in uncertain times. \$299

[For details on any of these programs, or to purchase, click here.](#)

Offers Expire: 12/31/2008

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Buoyant Life LLC
www.buoyantlife.com
303-668-1386

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Buoyant Life LLC | 2222 Eudora St. | Denver | CO | 80207