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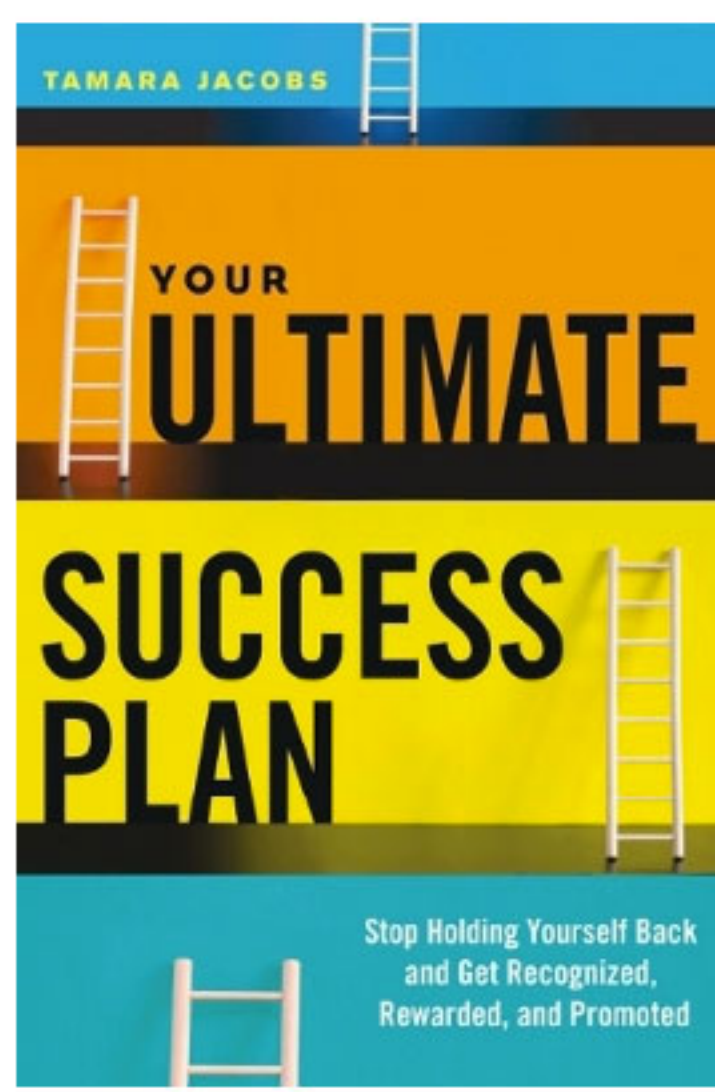
TAMARA JACOBS, BEST-SELLING AUTHOR, PRESENTS: "YOUR ULTIMATE SUCCESS PLAN"

 Tamara Jacobs
June 23, 2015 8:00 AM



LOS ANGELES, June 23, 2015 /PRNewswire/ -- Many of us self-sabotage our goals, careers and lives on a daily basis. Intelligent, competent people have their success thwarted at every turn because of the way they approach common to complex situations with conditioned, defensive and even self-destructive behaviors – and most of the time, don't even realize it.

Recommended Games



Somewhere between self-help and self-promotion lies self-awareness.

Internationally renowned strategist, coach and author, Tamara Jacobs, provides surprisingly easy-to-apply business strategies in an approachable, actionable, authentic way and encourages you to find your voice and realize your potential in **YOUR ULTIMATE SUCCESS PLAN: Stop Holding Yourself Back and Get Recognized, Rewarded, and Promoted** (Career Press, June 2015).

YOUR ULTIMATE SUCCESS PLAN will help you recognize the familiar pitfalls that you fall victim to, expose them for what they are, how they hold you back, and declare the benefits you will reap once you declare your independence.

The characters you will meet in each chapter of **YOUR ULTIMATE SUCCESS PLAN** are quite relatable—professional women and men plagued with the Cinderella complex, waiting, patiently (and hopefully) to be rescued; the insecure who subjugate their core identities to get others to like them; and the perennial complainers who merely vent, not solve.

Do any of these characters sound familiar? If you are one yourself -- or if you have to deal with one or more of them, as most of us do -- **YOUR ULTIMATE SUCCESS PLAN** is a must-read.

With principles based on awareness, forgiveness, strategic application, and follow-through, **YOUR ULTIMATE SUCCESS PLAN** will teach you:

- Success is a planned event.
- Cinderella had a fairy godmother; you don't!
- Suppress the apology reflex.
- Say what you mean. Not what you think they want to hear.
- An impactful plan of action motivates people to do something; sharing makes it optional.
- Vent with purpose. Don't taste the whine.
- Let go of fear and negotiate from a position of strength.
- Perception is the key to your success – both in the acting and the asking.
- Com-YOU-nicate™ your worth while enhancing your self-worth.

YOUR ULTIMATE SUCCESS PLAN will help you begin to address negative patterns and make you aware of self-limiting behaviors so you can project and receive more of the positive. Clear away the underbrush and create a focused and purposeful path to getting *recognized, rewarded and promoted*.

ABOUT THE AUTHOR:

TAMARA JACOBS, CEO and President of Tamara Jacobs Communications, Inc. (www.tamarajacobs.com) is an internationally renowned strategist, coach and author of **BE THE BRAND**, with more than 3,000 keynotes, presentations, and workshops to her credit. She is a former professional actress, network television correspondent, and senior executive consultant with Johnson & Johnson. A regular advisor to Fortune 500 executives, she is a frequent guest on high-profile television and radio programs, a featured contributor to the Huffington Post, a former judge for Miss America Pageant, and member of the Women's Leadership Board, Kennedy School of Government, Harvard University. Tamara lives with her husband and daughter in Princeton, NJ.

CONTACT:

Paul Reader, Andrew E Freedman PR at (818) 955-7010 or Paul@AEFPR.com
Patty Freedman, Andrew E Freedman PR at (818) 955-7010 or Patty@AEFPR.com

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