

MIDDLE SCHOOL
HIGH SCHOOL
COLLEGE & BEYOND

JOB TRACKS: 60^{*} Great Careers



and How to Get from
Where You Are...to
Where You Want to Go!



CAROLE MARSH

***Real job success stories from 21st century career pathways!**

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Job Title: Agricultural Scientist

Success

Why did I become an agricultural scientist? Because I enjoy working with the environment. On a daily basis, I help farmers across America maintain the quality of our nation's food supply — that's food for grocery stores, restaurants, fast food chains, and your grandma's home cooking. An added bonus is that I often do field work and get to operate heavy machinery. It's not all sitting behind a microscope and splicing genes.

Cool Stuff

Did you know that carrots weren't always orange? Or that without ag scientists we'd never be able to feed all 300 million U.S. citizens? I'm satisfied knowing that my job is crucial, besides occasionally feeling like a mad scientist with test tubes and microscopes. It's not my specialty area, but one of my colleagues is working with nanotechnology to detect food contaminants!

Skills

I loved biology and chemistry in high school, but didn't want to be locked in a laboratory all my life. Ag science lets me get out in the open air and talk with real people. Good communication is essential, and an interest in the environment is a great start. Maybe you want to sharpen up your analytical and problem solving skills. Saving the environment AND keeping our economy going is a daunting challenge.

Education

This field requires a college degree, and many of my coworkers specialized with a Ph.D. I was a neo-hippie in high school and almost dropped out to pursue my psychedelic art career.

My parents forced me into a community college where I took an environmentalism course that changed my life. I had always wanted to conserve the environment but just didn't know how. Turns out it was easier than I thought and more rewarding.

Financial Factor

Don't believe in buried treasure? The gold is in the soil, you just have to look through a microscope. Agricultural Science isn't a poor man's field. I average \$55,000 per year. It may be true, the family farm is dying out, but the opportunities for graduates in the food, agriculture, and environmental sciences are in demand now! (There are more jobs out there right now than there are people to fill them.) Clothing trends come and go, but breakfast, lunch, and dinner never go out of fashion.

If I Could Go Back

I would have gotten my act together sooner. I still have time for my art, but I should have taken that AP biology course my senior year. And believe it or not, I would have taken a business class or joined Future Business Leaders of America. Farmers need as much advice about their businesses as they do about crops. Now that I have the money, I will "go back" sometime soon and get my Ph.D.



The Role of Failure in Success

You ARE going to fail. Probably many times. Get over it. These people did. Most successful people have similar stories!



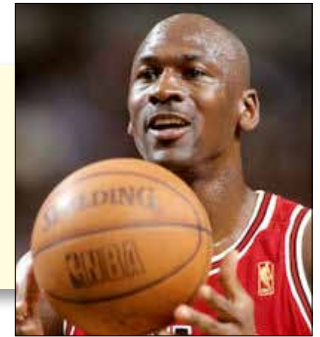
He was born poor. He was barely educated. He lost his job. He failed at his first run for office. He failed as a businessperson. He failed as a farmer. His girlfriend died. He had a nervous breakdown. He was defeated in another election. And again. And again. And again. And again. And yet again.

Then Abraham Lincoln was elected president.



He missed more than 9,000 shots. He lost almost 300 games. In 26 games, he missed the winning shot. He was a total failure. That's why he succeeded.

He is Michael Jordan.



He failed at every single business he tried.

Then Milton Hershey invented milk chocolate, a company, a town, a famous orphanage, and made a lot of people happy in the process.

These three dingbats dropped out of college.
They built a new kind of machine: the computer.

You might recognize their names:
Steve Jobs, Bill Gates, Michael Dell



No is just a stepping stone to Yes — KEEP WALKING!

Job Title: Chef

Success

I live to cook, and I cook to live. It's a delicious circle that pays my bills too. Four days a week, I work in a mansion for a family of six and in a small apartment for a busy working couple. On the weekends, I'm a chef at a 4-star restaurant to keep my skills on the cutting edge of cuisine. Shopping for ingredients is half the fun, but what I love most is getting to know the clients.

Everybody has unique taste buds! No lie, sometimes it's about making money, but flexibility is my game. My business partner and I started a small catering company, and we're always up for a new challenge. Vegan? I know how to make meatless masterpieces. Home cooking? I learned my father's secrets. Food art? I want my culinary palette to delight your palate... creativity is only second to flavor.

Cool Stuff

The average 70-year-old has spent about 6 years of his or her life eating. Whether in the house or at the restaurant, food-preparers are always welcome. Why not be the best and get paid? I always wanted a sword, but my mother said she didn't want a one-eyed son or injured cat. Now I play with the sharpest knives available. I consider everything you can eat as a part of my arsenal. From basic pasta dishes to marinated eel, quality ingredients go a long way, and sugar and spice make everything nice.

Skills

Experience in the kitchen is invaluable. You need to be resourceful, independent, and have good taste (literally!). General knowledge of kitchen hygiene will guarantee no lost

appetites. Communication, friendliness, and honesty will get you the job faster than your cooking. Keep in mind families will invite only trustworthy private chefs into their homes. Take business classes, because cooking is a growing industry where a smart entrepreneur can make a pretty penny.

Education

No degree required, but to get anywhere, you'll need to attend a vocational cooking school, a culinary institute, or a college degree program. Lasting a few months to 2 years or more, culinary school teaches advanced techniques, international cuisine, and cooking styles! Experience is best, so start early. I got a job as a line cook in high school and knew there was so much more to cooking.

Really, it's all about practice until perfect, which means making inedible mistakes along the way.

Financial Factor

Starting salary for a personal or private chef can be around \$20,000, but it depends on where you live. Working regularly for a restaurant and doing private cooking on the side can raise your salary to around \$35,000. Big cities are better, providing a wealthier client base and busier people who don't have time to cook. A good private chef in a large city like New York can earn between \$40,000 and \$70,000 a year!

If I Could Go Back

I would spend more time with my grandmother, learning how to make her Hungarian Goulash! Some of the best cooking advice I picked up at home and then developed in school and finally mastered in my career. I'm always experimenting and learning, but a solid foundation is priceless. It's never too late to be adventurous. Try all different foods, so that your mouth knows the difference between "mmmmm" and "eh."



It Was Just an Internship...

Emily is my piano teacher's daughter. She graduated from high school and it was the summer before she started college. She wanted some "real work experience" so she came to my company to intern for free for a couple of months.

We were starting a series on the Civil War and I put Emily on writing a timeline of the war, a timeline of African American history, and calculating the amount of blood shed during the four-year war.

She brought her own laptop and lunch and pitched right in. Emily did a great job. She had initiative, even contacted the CDC to see how much blood various types of wounds produced. She bought a book she found about animals in the war and wrote up all the facts; we used those too. I would have hired Emily, but...

She went to her first day of college, planning on a degree in music. The first day of class she had to stand up and sing. The head of the music department was there and pulled her out of freshman class and sent her to senior class (for singing, anyway) so she could star in the annual school musical. She was that good; she got a Nashville recording contract to do songs for a new kind of Christmas card/CD combo.

A big recording studio that represents Grammy winners asked Emily to intern with them, then work part time. She brought coffee, made copies, and soon began to arrange tours for groups like Lady Antebellum. The company offered her a full time job. Emily switched to night school, changed her major to music management, and took the job.

Emily ended up with a full scholarship, a job traveling around the nation (and to the music award shows), and continued her own performing.

When I congratulated Emily on all her success, she modestly said, "Thank you for letting me work that summer. It gave me confidence to learn a little about how a real business operates."

Emily was 19.

You gotta get out there. You gotta show up.

I don't talk to Emily much anymore. I think she's in London.
But I do hear her on the radio!



Job Title: Aircraft Mechanic

Success

I love the routine of not having a routine. As a mechanic who works on airplanes, I have to know about the entire airplane, including the airframe—the body of the plane, including the wings, the tail, and the fuselage—and the powerplant—the engine or engines. Sometimes I do major repairs and sometimes I do minor repairs on the fly! What I really like about my job is that I get to use my mind and my hands, and I don't have to stay in one place too long. I get to figure out why things work (or don't) and then fix them

Cool Tools

I have many highly specialized tools just for working on airplanes. I use a micrometer, which measures aircraft parts to .001 (that's one one-thousandth!) of an inch. In my shop, I lift planes using giant hydraulic jacks so that I can change tires and inspect landing gear. I troubleshoot electrical problems using the latest, greatest computerized tools. The really cool tool? A four-foot-long wrench! Where else could you use one of those?

Skills

If you like to work with your hands, don't mind getting a little dirty (sometimes), and like the idea of not having a "regular" day, this might be

the job for you. I have to be precise and pay attention to every detail, and I get to use my problem-solving skills almost all the time.

Education

Some aircraft mechanics have two- or four-year college degrees, but that's not a requirement. To earn money for college, I went to work for a major airline when I graduated from high school. First I loaded luggage onto planes, and then I worked my way into a maintenance shop. That's where I gained the required thirty hours of experience working on airframes and powerplants. After that, I passed the tests required and applied for my airframe and power plant (A&P) licenses. If I couldn't have gotten into the maintenance shop, I could've gone to technical school for about two years instead.

Financial Factor

Aircraft mechanics make good money, about \$76,000/year, and I maximized my earning potential by getting the A&P rating for both airframes and powerplants.

If I Could Go Back

I would have paid extra attention in my high school science classes, especially physical science and physics, and I would have looked into technical school (instead of college) right out of high school. Oh well! I lived and I learned and it all worked out.



Job Title: Computer Technician

⇒ Success

When you're pulling your hair out and considering throwing your computer through the window, come see me. Diagnosing a problem and fixing it is what I do best. It's not the glamorous life of fame and champagne fountains, but it's honest work in high demand. Whether it is the newest touch-screen technology or the most powerful computer graphics card, I'm constantly learning new systems and playing with the latest technology. I get major discounts too!

⇒ Job Satisfaction

The technology is the best. Part of my job is installing new hardware and software. Ripping out defective parts and replacing them is somehow extremely satisfying. When a job is finished, it's rewarding to hear a customer sigh, "How could I live without my computer?"

⇒ Skills

This isn't programming ones and zeros, but you do need a general knowledge of how a computer works—both hardware AND software. Overall, a computer technician's greatest duty is facing overwhelming challenges without blowing a fuse. Staying calm and logical is the key to solving problems

quickly, while strong customer service skills will guarantee clients come back the next time the Trojans attack.

⇒ Education

Some workers enter this field with a high school diploma. However, you will need technical training, plus the ability to comprehend technical manuals and use different operating systems. Most workers have a post-secondary degree or certification, and continued education and specialization will give a significant bump to your salary. I started off with nothing but an addiction to PC games and an overdue car payment. I got my repair certification and started as an assistant in a small shop. I never thought a quick cash fix would become a promising full-time career. If you love computers, don't get stuck in an infinite loop of dead end jobs. Get educated, get training, get paid!

⇒ Financial Factor

I average around \$35,000–\$40,000/year, more or less depending upon how many in-home visits I schedule through my personal network. If you're interested in being an Apple Genius, I'll tell you that they make about the same amount, with all the perks of being an Apple employee.

⇒ If I Could Go Back





I wouldn't have slept through my math classes, geometry and algebra especially. Computer repair isn't rocket science (or worse, calculus), but I would have learned a lot faster if I had analytical math skills.



Slippery Slope

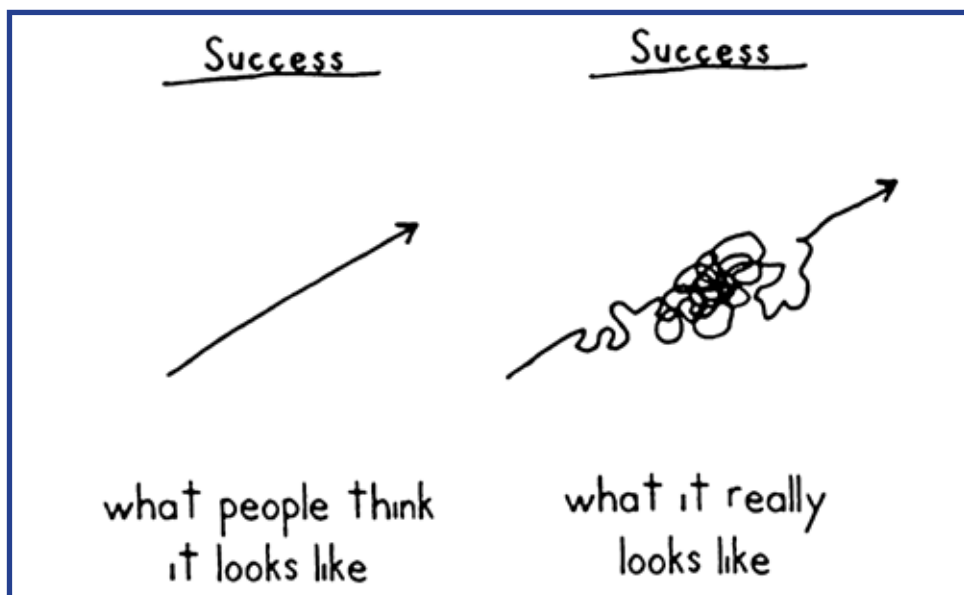
In business, there's this thing called a "slippery slope." It's not for skiing or water sliding. It's not for staying on, even though we all spend some time on the slippery slope.

Here are just a few examples of slippery slopes:

-  You are getting along fine in school (you thought), then discover you are short a course or failed an exam and suddenly you are not continuing on your planned upward course; what do you do?
-  You are in college and run out of money; it's work or add to your debt—how do you decide this slippery slope situation?
-  You're in a great certificate course and just a few hours from finishing when your mom gets sick and the family needs you to come home. The employer holding a job for you says he just can't; what do you do?
-  You start your own business and your best account goes bankrupt without paying you. That was the money to get you over the hump of the slippery slope to profit and success. What do you do now?

Most slippery slopes actually don't go straight down. They look a lot more like a Marine Corps obstacle course filled with a wild array of one impossible challenge after the other. No matter, it's your job to get up and over, down, around, and through. If you survive, you usually thrive. If you don't, well, it's back down that dadgum slippery slope to start over yet again! Learn to survive, outsmart, and even avoid the slippery slopes; it can be done.

**Anticipate, plan, have backups,
have backups to your backups.**



Before I Was, I Was...

Once I wrote a poem...

Before I Was, I Was...

**Sunbeam flakes
Teddy bear fuzz
Moonlight licks
Rainbow stripes
Etc.**



Sort of silly, but true.

Before you are YOU, the SUCCESS, you may very well be something else, perhaps many things, and each will accrue to your eventual success, so do not underestimate these stepping stones. After all, they may help you see what you don't really want to be, or lead to what you really want to do. No work is ever wasted. No experience comes without benefits. Use them all to build skills, contacts, confidence, and business and people savviness.

BEFORE...

Walt Disney created Mickey Mouse...he was an ambulance driver

Alfred Hitchcock made spine-tingling thrillers...he made simple title cards

Merv Griffin started a game show revolution...he was a church organist

Madeleine Albright was U.S. Secretary of State...she sold bras in a department store

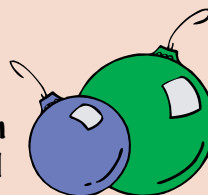
Jennifer Aniston became a movie star...she was a waitress

Sean Connery became James Bond...he polished coffins

Johnny Depp became a pirate...he was a telemarketer

Sheryl Crow became a music star...she was an elementary school teacher

Jon Bon Jovi made Christmas decorations; Tom Cruise was a paperboy; Clay Aiken was a YMCA counselor; Lady Gaga was a waitress; David Letterman was a stock boy; Harrison Ford was a carpenter; Michael Dell was a dishwasher; Ashanti worked in daycare...and on and on!



WHAT WILL YOU BE BEFORE?



FOR MIDDLE SCHOOL, HIGH SCHOOL, COLLEGE AND BEYOND!

"If you are ready for 'readiness'...for choosing a career pathway...deciding what to do after high school...or for a first job, or raise and promotion - THIS SERIES IS FOR YOU!"

— James Barnard



Job Tracks: 60* Great Careers and How to Get from Where You Are... to Where You Want To Go!

This book is filled with unique and effective approaches for helping students find their career pathway! Featuring 60 careers from today's job market, this book allows young people to hear first-hand from a person with the job: how they got it, what they do, what education and skills were required, and "what I would have done differently!" Readers get the feel of what particular careers might actually be like—essential knowledge for that all-important decision!

"Entertaining and charming to read!"



Essential Skills for the Real World of Work: Things EVERY Student Must Know!

There's no other book that does a better job of sharing essential skills for the real business world and explaining why they are essential! This book dishes out the subtleties, nuances, and in-between-the-lines considerations of job interviewers who are not only interested in candidates with essential skills, but are actually desperate for them! It includes a fun and effective scoring system to encourage students to rack up job-readiness skills long before they are required.

"Highly encouraging and enlightening!"



Would You Hire This Person? A Look at Getting Hired (or Not!)...from the Point of View of Your (Possible!) Future Employer

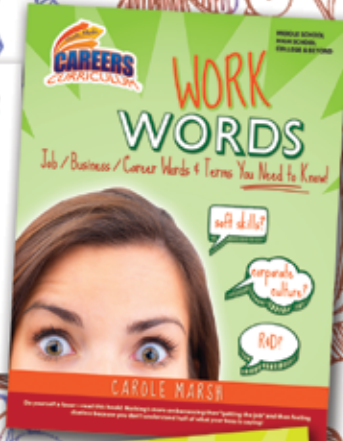
Read verbatim interviews that are both entertaining and enlightening! In this book, students hear both sides of the interview, including the employer and job candidate's unspoken thoughts. The reader can decide for himself or herself if they would hire the job candidate before learning the actual outcome.

"Such realistic scenarios – I got nervous reading them! I wanted the person to get the job, but, gee...I can see why some would not!"

Work Words: Job/Business/Career Words & Terms You Need to Know!

Get ready for lots of insider information and a few inside jokes! Written by a real employer, this book defines essential job, business, and career words and terms with insight, humor, and pizzazz! The contents of the book are organized into entertaining and effective groupings.

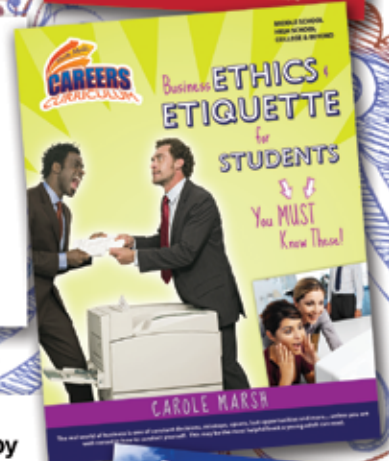
"Why be embarrassed when you can be empowered by knowing 'job speak' BEFORE you even get the job?"



Business Ethics & Etiquette for Students: You MUST Know These!

This highly entertaining and immensely practical book is an eye-opening must-read for students and new hires! It provides them with the confidence to avoid embarrassment, misstep, lost opportunity, and more.

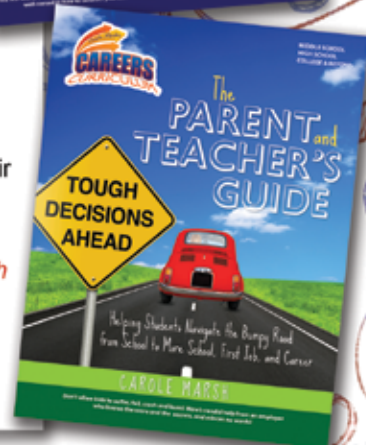
"Fascinating and quite a lot of material covered. Anyone can benefit from this double-whammy of info book!"



The Parent and Teacher's Guide: Helping Students Navigate the Bumpy Road from School to More School, First Job, and Career

Filled with candid help from someone who has traveled the bumpy road of "non-readiness" from school to job to career, this book boasts timely and honest information that will help kids get ready for the real world of work. The wealth of ideas available to parents and teachers in this book will help them to navigate their student's journey ahead!

"Marsh has a keen sense of devotion to every type of student truly seeking a path to success. This book is worth the price for the compassion and humor, explanation of 'Rigor vs. Rigor Mortis,' and 'Why Study These Subjects' section. She's clearly 'been there, done that,' and achieved great success despite many obstacles!"



PLEASE CONTINUE TO VISIT OUR WEBSITE FOR MORE K-12 PRODUCTS IN PRINT & ONLINE FORMATS, INCLUDING:

- INDIVIDUAL CAREER MANUAL
- SCHOOL INFORMATION SHEETS
- COMPANY PROFILE SHEETS
- MAP OF OPPORTUNITIES
- ESSENTIAL SKILLS PASSPORT BOOK
- ... AND MUCH MORE!!

FOR MIDDLE SCHOOL, HIGH SCHOOL, COLLEGE AND BEYOND!

ARE YOU READY FOR WHAT COMES NEXT?

The truth is that virtually no high school student, college grad, or newly-hired employee is ready for their future. Who says?



Employers, who are often appalled at the lack of basic essential skills of hopeful job candidates



Secondary educational schools of all types, that are dismayed that so many students have to start their futures with remedial classes



Educators, who in spite of their efforts, know their students are neither ready for the real world of work, nor the rigor of additional education or training



Parents, who have a fearful assumption that their children have little readiness to pick a successful future career path

It doesn't have to be this way!

While my Careers Curriculum can't cure everything, it can offer you a candid glimpse into:

Job Tracks: 60* Great Careers—and How to Get from Where You Are...to Where You Want to Go!

****Real job success stories from 21st century career pathways!***

Would You Hire This Person?: A Look at Getting Hired (or Not!)...from the Point of View of Your (Possible!) Future Employer

Examples of job interviews that show what employers really expect and think!

Essential Skills for the Real World of Work: Things Every Student Must Know!

The absolutely essential skills you need to even have a chance to get a job and keep one...no kidding!

The Parent and Teacher's Guide to Helping Students Navigate the Bumpy Road from School to More School, First Job, and Career

How parents, teachers, and others can help students avoid floundering in all these areas, making false assumptions, assuming unnecessary debt, and failing to successfully launch into their future.

WORK WORDS: Job/Business/Career Words and Terms You Need to Know!

The actual real-world work words and terms you need to know before you get a job!

Business Ethics and Etiquette for Students—You MUST Know These!

The everyday ethics and etiquette of the real work world you need to know about.



"These books reverse the trend of scaring kids into believing that jobs aren't available, or that a four-year college degree is a must, or that there is nothing new and exciting under the work world sun. But here are jobs that sound like fun, lead to highly desirable careers, are truly obtainable, and while hard (as jobs can be), are just plain cool! Surely we want students to be excited about their futures and the difference they can make, while making a very good life for themselves."—James Barnard

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