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1517 Buckeye Court
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The Write Stuff

A quarterly compendium of writing tips and other useful information

COPING WITH STRESS!

By Jeff Rubin

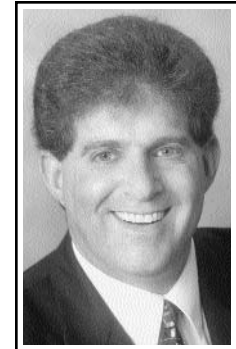
A few months ago my friend Craig Harrison, a professional speaker, gave a talk at a meeting of Forty Plus.

It's a nonprofit organization that facilitates and supports career transitions for business and professional people 40 and older who are executives, managers, and professionals.

These people are unemployed, either downsized out of their jobs or former owners of now-defunct businesses.

"I arrived early to get a feel for the group, before delivering a program on elevator speeches for job seekers called 'On the Rise With Your Elevator Speech,'" says Craig.

"Members introduced themselves with 30-second summaries of who they were, what they were looking for and what was happening in their lives. One woman shared how she had been a recent victim of identity theft. A few moments later another person said



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that he, too, had been victimized by identity theft.

When Craig began his program, he scrapped his prepared opening and addressed the topic that was on everyone's mind.

"What is this world coming to?" Craig asked, "when criminals are stealing the identities of the unemployed! And worse yet, you may already have a new job, but someone else is collecting your paycheck!"

Well, he got a big laugh, a bond was formed, and he had an attentive audience for the rest of his talk.

Whether you're unemployed, out of business, in business but struggling, or unhappy in your current job,

> **Inside**

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