



STORY IDEAS

FOR MORE INFORMATION,
INTERVIEWS, ARTICLES, AND TO
OBTAIN A REVIEW COPY:

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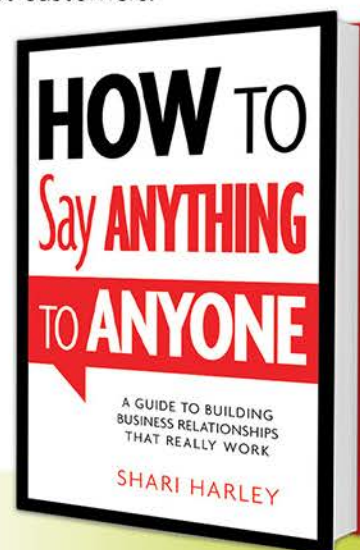
STORY IDEAS FOR REPORTERS:

1. **Getting Promoted:** I've been passed over for three promotions. What do I do?
2. **Working for a Difficult Boss:** I like my job and don't want to leave. But I can't work with my boss anymore. What do I do?
3. **Gossip in the Workplace:** My coworkers gossip about me and it's impacting my reputation. How do I get them to stop?
4. **Losing Customers:** I'm losing customers, and I don't know why. What do I do?
5. **Getting Passed Over for Jobs:** I've been interviewing for jobs and not getting them. How do I find out why I'm not getting hired?
6. **Getting Laid Off:** I've been laid off three times. How do I find out what I'm doing that is leading companies to let me go?
7. **Hiring the Wrong People:** I keep hiring people who don't work out. How can I make better hiring decisions?
8. **Working with the Person Who No One Can Work With:** Every organization has employees who are difficult to work with. How can employees navigate these challenging people?
9. **Getting Promoted at Work:** What can employees do to position themselves to be promoted?
10. **Getting More at Work:** What can employees do to get more responsibility and respect at work?
11. **Working with Difficult Coworkers:** How to work with difficult coworkers.
12. **Working with Difficult Customers:** How to work with difficult customers.
13. **Retaining Customers:** How to retain your best customers.
14. **Retaining Your Best Employees:** How to keep your best employees.
15. **Getting Rid of Your Bad Employees:** How to get rid of your bad employees?

CONTINUED ONTO NEXT PAGE...

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STORY IDEAS FOR REPORTERS: CONTINUED

16. **Employee Productivity:** How to get employees off the internet and back to work.
17. **Getting Customer Feedback:** How to never get fired by a customer again and be surprised.
18. **Discovering Your Professional Reputation:** How to discover what your reputation is at work.
19. **Managing Your Professional Reputation:** How to manage your career and reputation, and never be laid off or passed over for a promotion again.
20. **Repairing a Damaged Reputation:** How do you repair your reputation once it's been tarnished?
21. **Getting More Feedback at Work:** How to eliminate your blind spots and get more feedback at work.
22. **Giving Feedback at Work:** How to tell a coworker or customer the truth, when the truth is hard to tell.
23. **Telling Your Boss You Disagree:** Managing up is a skill many professionals don't have. You can say anything to anyone and have them say thank you.

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