

# Breaking into the Working World of Teaching

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In every college in the country there are ambitious and starry-eyed youngsters who are preparing for a career in teaching. At some point that army of graduates will hit the streets to find jobs in the field of teaching. What is not often taught in colleges are the real world skills of how to actually find a good teaching job right out of school. While there is always a need for good teachers the new graduate should develop some skills in finding the kind of teaching job they have always dreamed of. Even from that first job their career in teaching gets off on the right foot.

There is a lot you can do even before graduation to get your job search moving and to make yourself desirable as a teacher. When school administrators get flooded with applications from newly graduated teachers you will stand out as the one they want to call for an interview. One thing you can do at any time during your academic career is to intern as a teaching assistant and volunteer to teach in underprivileged schools.

You can teach just a few hours a day and work it around your academic work. By taking on the working world of teaching even before you have your degree, you will be able to present yourself to employers post graduation as someone who has real world experience in the classroom and “knows the ropes” of getting through an academic year with real students. That is tremendously valuable to a school administrator with a spot to fill because it reduces the concern that a new graduate who has never faced a classroom full of restless children might wash out when the reality of what teaching is really like.

Another way to get a jump start on the market before students flood the schools for jobs is to start your search early in

your last semester of school. Schools know by February or March if they will have jobs to fill for the next academic year. So if you begin your search for a teaching position in March or April, you can often land an interview or even secure a position for the fall long before many of your contemporaries in school begin their hunt for their first teaching job.

Becoming proactive like this always gives you the advantage in finding the job you really want rather than just “any job” in the teaching profession. Spend some time narrowing down exactly what kind of teaching position you want and at what level you feel your personality and teaching style will benefit students the most. You may do much better with young children than with teenagers or you may wish to focus on high school students because they are more intellectually equipped to grasp the subject matter with you. By knowing well in advance where you want to teach, you can target those kinds of positions in your job search and improve your chances of finding that perfect teaching job.

You should make the phrase “leave no stone unturned” your motto for hunting up the teaching jobs that are open in your community. First of all, be very proactive in your search. Just because you are graduating, even with honors, with your teaching degree that doesn’t mean the schools will seek you with jobs. Take the search to them before someone else does, in doing so it will be you that gets the premium teaching positions rather than have to take “what’s left” after the good teaching positions are snatched up by more aggressive graduates.

There are lots of ways you can flush out those teaching jobs. Check the HR or employment offices at the schools you would like to be a part of and keep an eye on their employment bulletin boards. Use the internet wisely, watch the newspaper and even get in touch with placement agencies who are known for placing new teachers.

But above all, network, network, network. Use every contact you have and forge new relationships to get the inside scoop on jobs before they even become public. Networking is the number one best way to find great teaching positions so you should use it extensively to find a position to get your teaching career off on a great start toward a great future of success in the field of teaching.

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## Benefits of Branding

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Your business needs to create a positive image in the minds of consumers. Contrary to what most people believe, branding isn't just a logo. Your businesses purpose, focus, and image all combine to create your brand. Why should you make this effort? Here are a few benefits...

Be remembered. It's hard to remember a company with a generic name. You may not be able to distinguish their purpose and business focus. And why would you call a company if you couldn't tell what they did? Branding your business ensures consumers will know what you're about.

Gain customer loyalty. People build close bonds with brand identities. Consumers want quality products they can trust. So, your business should have an identity that your customers can cling to. If your company delivers great products and services and has a great brand identity, people will remember you. In addition, they will often refer you to friends and family.

Become well known. You want the people who have not done business with you to still know who you are and what you do. If they see your ads on billboards, hear them on radio, see

them on television, or any other media, they will know your brand identity. And when the time comes that they need your product or service, your company will be the first to come to mind.

Consumers pay for image. We are a very brand aware society. People commonly associate brand names with quality and may only buy certain brands for that reason. If people only want one brand of a particular product, they are willing to pay a higher price. Having a great brand will make your company have a superior image and cause consumers forget about the competition.

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# Getting the Best Deal on Airfare

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There is no doubt that airfare is one of the biggest expenses of any vacation. Airfare costs can easily represent at least half of the total cost of a vacation and if you do not get the best possible deal on airfare it's easy to go way over budget. There are some important strategies for getting the best deal on airfares and this article discusses some of our favorites.

One of the things I've learned over the years is that it's almost always less expensive to fly out of the larger airports than the smaller regional ones. While this is not always the case and it is not true of every small airport, most larger airports have far more airlines competing for passengers. As we know, more competition generally equals lower prices for passengers.

Many of the larger airports are also home to the low cost

carriers that have been such a phenomenon in the industry. While Southwest, Jet Blue and some of the other low cost carriers serve smaller airports, many are left out. The great thing about the incursion of these low cost carriers is they drive down the prices of the major airlines as well. So, even if you don't like the open seating, peanuts only policy of a low cost carrier like Southwest, chances are you can still score a good deal at an airport they serve, even on one of the other carriers.

Of course, the problem with flying out of major airports is getting there. Many people are in the same situation I am. That is, they have a small regional airport nearby with a couple of major airports a few hours drive away. What I do every time I need to fly is compare the cost of flying out of my close regional airport to the price I can get if I fly out of a major city. While I have been able to score some excellent deals from my regional airport, in most cases the difference in fare has been at least \$200.

I then must weigh the costs of that cheaper ticket against the convenience of local flying. Usually it makes sense to head to the large airport, particularly if I am buying more than one ticket. At a \$200 price differential, it is easy to see how much money can be saved for a family traveling together.

One great trick that too few people take advantage of is booking an airport hotel for the night before your flight. This is especially valuable for those early morning flights and saves you having to get up in the middle of the night and hit the highway. Instead, head down the night before and get a good night's sleep then take the airport's shuttle right to the airport door.

The extra added bonus of this approach is that in most cases these airport hotels allow their guests to leave their cars at the hotel for the duration of the vacation. In many cases this service is free with the hotel stay, and even in cases where

there is a few involved it is usually much lower than comparable parking at the airport. So instead of paying \$10, \$15 or even \$20 a day to park at the airport, you have a safe, well lighted place for your car during the trip plus a comfortable place to spend the night. I honestly don't know why more people don't take advantage of this great way to save big bucks on both airfare and parking costs.

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## **How Do You Know if Adoption is Right for You?**

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Are you considering having children? If so, you may want to think about adoption. Adoptions is where you accept a child that isn't biologically yours but then make it your own. You will find that there are no limitations to your legal rights after the process is gone through. The time period of an adoption will verify by state, but then you will find that the child will be yours for the rest of your life.

If you have been trying to have children but are not able to, you might be trying to figure out if adoption is for you. Adoption is hard, but you will want to ask everyone that you know (family, friends, loved ones, clergy) about how they feel about adoption. This is never something that you should decide to do completely on your own, because it is a lifetime commitment. If you are thinking about becoming a single parent, you will want to talk to others so that you can make sure that adoption is right for you.

Remember that you are going to be taking a child that someone else has created and making that child your own. You will want to make sure that you are okay with the fact that someone else

had the child and then gave the child up. If you are okay with that, then you may want to think about adoption. If you don't care where a child came from and if all you want to do is give a child a good home, you should consider becoming an adoptive parent. However, also remember that a child requires time and money. You will find that the process of adoption is very expensive and time consuming.

You are going to find things about your adoptive child that may end up being a mystery. You will find that if you are given a bit of family history from the adoption agency, then you will be able to understand your new child and you will know all of the circumstances the child was born in. You will know why the parents gave the child up. You will find that sometimes all the information that you want is not available to you, this is where you need to decide if you can live your life like that. If you can live with or without the background information, you should think about adopting a child.

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## **A Website Model That Makes Money**

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I would like to share with you a simple strategy in creating income with your own website. This is just one method out of millions you could create for yourself. Remember, the internet provides no limits. This is one example that does work for me and may give you an insight into a nice website model, that you may like to put into action for yourself. Affiliate marketing and/or sales of any kind on the internet, requires a real commitment as I am sure you already realize. The internet is really one of the greatest training grounds in the world

for sales. You can try and fail many times, until you find a system and approach that will work for you. But the commitment that you show in meeting this challenge will be a lesson that you will always remember. Success is always achieved in whatever you do, through hard work. There is no easy path to success but when you achieve the success you are after, there is no greater feeling. So lets begin. In this example I will give you the exact profit breakdowns.

I treat all of my affiliate products as purely residual income, much like AdSense. AdSense itself generates cash for me on this website on average around \$2 per day. I also use various other companies affiliate products which generate around \$200 per month. Also, within the website I sell e-book informational products which I own the full resale rights for, which generate around \$700 per month. Here lies the answer to making money online regardless of what you sell. The products that generate the most income are the ones that you will own yourself. Certainly I should be making more from the affiliate info products that I sell. However, I lose commissions through simple affiliate url tampering. Commissions that are stolen or lost are a real pain. You can try every method in the book to protect your affiliate codes but after the hard work is all done you still lose that income. The people who sell the original affiliate product know this, which is mostly why a high percentage of the sales price is offered to an affiliate to begin with. When they realize that a high percentage of sales will give them all the profit. The reasons why people change affiliate product codes etc, could run into pages. Lets just say it is inevitable. This is the reason why I treat all my affiliate based products as purely residual income.

As you can see in my example clearly where the highest return on investment lies. It's in the products that you actually own. You can purchase resale rights for info products easily and it is very inexpensive, most products are available for under \$50. Or, if you have the time and patience to search the



internet, you can find amazing e-books that have free resell rights and the information they contain is very valuable. You will find these types of treasures occasionally and the lights will start flashing in your eyes when you do. The information that you have just discovered is of value and that is a real key to success. This is why I strongly emphasize the importance of this one principle. Only sell products that you feel strongly about and you know that will be of great value to the person who may purchase it. That includes products you have bought the resale rights for or a free product you have discovered with resale rights.

If you sell strong products with real informational value consistently you will succeed. Your customers will return quite simply because they know where the value of the information they seek is the greatest, ...on your website! Always remember to put yourself in your visitors shoes. Ask yourself the question? Would you buy the products you are selling? Answer this question with a "yes" and you will be on the path to online success!

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## **Become an Expert at Something**

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Establishing yourself as an expert in your field will help you gain both recognition and respect. Luckily, that recognition and respect transfers directly to your company. If people trust that you truly know what you are talking about, they will feel good about investing in your product.

A website is the best place to start. Build a professional looking site with sound and informative content and you'll have a source of expert information to direct customers to.

Remember that it is okay to give away some of your precious knowledge free of charge. Offer the customer something useful up front and they will label you as a legitimate source to go to for whatever your company may offer.

Article marketing is an especially effective method to achieve that expert status because it gives you the ability to distribute a small number of articles to a huge number of content-rich sites. The more places your name pops up, the more people will be exposed to your site and product.

Another way to show your expertise is through online forums, blogs, and social networks. This is a bit more casual than article writing. It allows you to remain in the first person and talk candidly with interested people. The conversational tone used in such settings will put many potential customers at ease.

Not only will they view you as an expert, they'll also feel connected to you as a real human being. Also, such places give customers the opportunity to ask questions and give you the opportunity to back up your product in the face of criticism.

Find the right places to gain recognition. Put yourself out there and command respect through that exposure. Highlight your achievements and successes. Branding yourself as an expert is all about getting other people to recognize something about you that you already know.