

Clear your own path to success



Karen Salmansohn
ONE-MINUTE CAREER THERAPIST

paper shuffling.

■ You don't need experience

Next time someone offers you a challenge, don't think about why you can't do it. Instead, accept it, and then figure out how you'll get it done. As the 17th-century writer Baltasar Gracián once wrote: "It is when you are drowning that you learn best to swim."

■ Use failure as a chance to learn

In psychology, there's something called Cumulative Loss Syndrome. Basically, it means that the less you have to lose, the more willing you are to take risks. This is the reason that failure can often be an excellent motivator, inspiring some to take risks that land them in better positions.

■ Create your own good luck

It is up to you to decide how much you want to achieve. Once you do, focus on how you will

achieve it. Be like a mountain climber. Don't look fearfully down at how you might fall. Instead, concentrate on the goals at hand.

■ Push outside your comfort zone

Remember those senior citizens, and know that you will regret what you don't do more than you'll regret what you do do. Give yourself less to regret in the home, and take risks now.

Karen Salmansohn is a best-selling author of "Ballsy: Ninety-nine Ways to Score Extreme Business Success." For more info, visit www.notsalmon.com.

path." "If you take the path already cut, you won't find the truth and knowledge you are seeking," he penned. "It will only happen if you cut your own path."

With his sage words in mind, here are several tips on how to be a trailblazer in your career.

■ Don't be afraid to be hated

When facing rejection, keep in mind: FedEx, CNN, Post-it notes, cellular phones, home computers, Seinfeld and the Internet were all rejected ideas at first.

■ Work smarter hours — not longer hours

Remember, when it comes to productivity, one risk-taker equals three office drones. Also, one hour of risky problem solving equals three hours of mind-numbing

She traded in her chips

180° The art of changing paths

By **Karen Tina Harrison**
Special to amNewYork

The Big Career Switch:
From Wall Streeter to cookie mogul

Who Pulled It Off:
Mya Jacobson, 33

What She Does:
Jacobson owns and runs Feed Your Soul, a gourmet-cookie gift company. (www.feedyoursoulcookies.com)

What She Used To Do:
Jacobson was a trader on the American Stock Exchange, "the only woman standing and shouting in the trading pit."

Why She Switched:
"Trading floors are being replaced by electronic markets, and my job got less exciting. I'd gone to law school and knew I could handle starting my own company."

How She Did It:
"I like gift shopping and looked for a small-business niche in specialty products. That opportunity was cookies. I wrote a business plan and used my

Mya Jacobson whips up a fresh batch of cookies.

(Stephan Sagmiller)

What A Cookie Mogul Does:

"I'm in my bakery office all the time and love it. I plan sales and marketing campaigns. I meet with buyers and pitch accounts for corporate gifts and hotel goodies. I write little stories, sort of like fortunes, for my cookie packages. I develop recipes and do a lot of tasting."

Who Does This Job Best?

"To start a business, you must be financially savvy, self-confident and passionate about your product. You have to be responsible, organized and flexible — the "chips" hit the fan sometimes. A cookie entrepreneur must be creative and think outside the cookie box."

How's The Cookie "Dough"?

"At first, money is touch-and-go. But if and when your sales reach

the tipping point, you can earn a comfortable income."

What About Perks?

"I enjoy meeting new people, and this is a very social job. And there's nothing like being your own boss."

What Else You Should Know:

"Everyone likes Feed Your Soul cookies, from my UPS driver John to Uma Thurman. It's said that soup is the primordial food, but I think it's the cookie."



LAPTOP CLEARANCE

Wireless IBM Thinkpad \$199	Wireless Dell Latitude \$299	Wireless Dell D600 \$399
---	--	--

www.ComputerOverhauls.com

7 PENN PLAZA
7th Floor
7th Ave btw 30th & 31st
(212) 216-9711

WE REPAIR Laptops & iPods
As Feat. in the NY Times, USA TODAY & Entrepreneur

ACHIEVERS \$50,000 /a year plus

\$2 Billion Energy Leader Seeks energetic enthusiastic

Comitted Sales Reps
for one of the fastest growing energy companies in North America.

Incentives plus bonuses and loyalty payments. Management opportunities.

For Consideration
CALL 866.394.0448

amNY /careers

- 180 degrees
- Career advice
- One-minute therapist