

Where Atlanta goes to work!

ajcjobs 
ajcjobs.com

Index, 22/ Merchandise, 23 / Pets, 22/ Automotive, 25

R

SUNDAY, NOV. 7, 2004

The job you want
is right here
in Atlanta.
Fortunately,
so are we.



Search more than
5,766 jobs in the
paper and at
ajcjobs.com.

Click ajcjobs.com,
the job search Web
site that knows
Atlanta best.

Click and
search jobs
by company
type and job
function.



Create Search Agents
to have job matches
emailed to you.

Post your résumé and
let employers find you.

Women urged to seize success

Author to give get-ahead tips to Atlantans

By H.M. CAULEY
For the Journal-Constitution

Five years ago, Tory Johnson threw over a corporate career and turned her professional energies to founding a company that focuses on women, their challenges and their successes.

The former press manager for such luminaries as Jane Pauley and Maria Shriver, Johnson is now the chief executive officer of Women for Hire, a company that stages job fairs and seminars to link women with top recruiters in cities around the country. (She'll be doing just that at her next event in Atlanta on Thursday.) She's also spent hours answering questions, offering advice and encouraging the more than 5,000 women a year who have come to her for career assistance.

Her advice and practical suggestions to help women get ahead form the basis of her new book, the "Women for Hire's Get-Ahead Guide to Career Success," co-written with Atlanta writer Robyn Freedman Spizman (Perigee Books, \$15.95).

The team's first book focused on tips for job searches ("Women for Hire: The Ultimate Guide to Getting a Job," Perigee, \$15.95), so it was a natural that the follow-up looked at scaling the career ladder.

"It's all about positioning yourself



Tory Johnson (second from left) celebrated her new book, "Women for Hire's Get-Ahead Guide to Career Success" with a New York cocktail party hosted by actress Kelly Ripa (second from right). Co-author Robyn Freedman Spizman (left) of Atlanta and Diane Sawyer (right) of ABC's "Good Morning America" also attended.

for success," said Johnson from her New York office. "After listening to human resource managers and other people who hire, I've learned that it really comes down to three things: self-promotion, networking and

negotiating."

When it comes to blowing their own horns, women fail miserably, contends Johnson. "By nature, we tend to be shy and reserved," she said. "Of course, you can't apply any rule to

an entire gender, but the majority of women do worry about coming off as conceited or as a braggart. So we downplay our successes, which means

➤ Please see WOMEN, R4