

## For Immediate Release

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### New College Graduates Need to Ask Themselves, “What Do I Want To Do Right Now?”

Most college graduates leave school with two things: a diploma and a huge pile of debt. Some people (including most parents) tell these young people that this is why they need to forget about pursuing their interests and follow the money instead.

“Hogwash!” say Anne Brown, and Beth Zefo in their book, **Grad to Great: Discover the Secrets to Success in Your First Career** (© 11/07, [www.gradtogreat.com](http://www.gradtogreat.com)). “If you are going to spend the next several years paying off school loans,” they point out, “you have more reason than anyone to find something you love right from the start.”

Instead of putting senseless pressure on themselves to figure out what they want to do for the rest of their life, Brown and Zefo suggest graduates ask themselves, “What do I want to do right now?” That’s the real question they need to answer. “What sounds particularly interesting at this moment?”

In **Grad to Great**, a post college handbook written specifically for today’s graduates who demand more personalized attention in the workplace, they tell the true story of one girl’s experience. After graduating from the Massachusetts Institute of Technology and moving to Chicago, Jennifer decided to spend six months considering what career to pursue without worrying too much about finding a job. Six months later, Jennifer still had no idea what she wanted to do. Convinced that she just needed to start doing something, she began to look for a job—any job. She only had one criterion: it had to involve computers.

After answering an ad on Craig’s List, Jennifer was offered a temp position at an interactive media company. After a month, the company offered her an internship, which paid better than the temp position and provided more interesting work. A few months later—after proving herself—Jennifer was hired full-time and promoted to Programmer.

She went on to become the company’s first Information Architect. Information Architecture is an exciting new field that involves consulting with clients to determine how best to organize their web sites. Jennifer hadn’t even heard of information architecture when she graduated. If she had not decided to go ahead and try something that seemed interesting, she wouldn’t be where she is today.

When Jennifer started her job search, all she knew was that she liked computers, but she had no idea what kind of a career she wanted. She answered an Internet ad for a temp position simply because it sounded interesting to her. She followed her intuition; her gut feeling. Now she has found a career she loves—all because she followed her heart and just put herself out there. She asked, “What do I want to do *right now*?”

This is just one of the key elements presented in **Grad to Great**. Other topics include • how to articulate one's goals so people care • how to deal with difficult people • how to take charge of one's professional life • how to get people in power to listen, and • how to appreciate criticism and use it to your advantage. The authors' "tell-it-like-it-is" approach to surviving and thriving in the real world makes this an indispensable handbook for anyone embarking on their first career.

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To request a review copy of **Grad to Great**, to arrange an interview with Anne Brown and/or Beth Zefo, to receive cover art electronically, or for any additional information, please contact Kate Bandos at KSB Promotions: 800-304-3269 or 616-676-0758 • [kate@ksbpromotions.com](mailto:kate@ksbpromotions.com).