

LAID OFF Now What?!?



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LAID OFF, Now What?!?

Surviving Unemployment, 2009 Recession Edition

The Layoff Lady

LAID OFF
Now What?!

"The best most practical resource available!"

Releasing October 2009

BY LAURA D LEWIS

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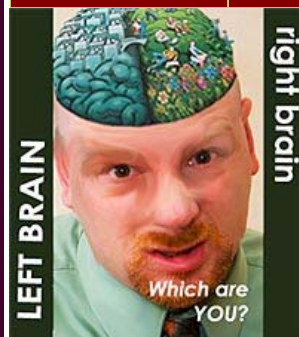
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LEFT BRAIN

right brain

ARE YOU RIGHT BRAINED OR LEFT BRAINED?

By [Laura Dawn Lewis](#)*Excerpt from Laid Off, Now What?!? The Recession Edition, publishing October 2009*

LOS ANGELES, September 28, 2009: Have you ever wanted to increase your effectiveness in communication? That's a rhetorical question. We all do. How well we communicate determines the quality of our life.

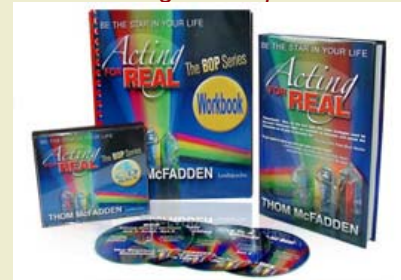
You could spend years studying Neuro Linguistic Programming and other techniques, or you can use a shortcut, basically the non-scientific approach. This works regardless of what language you speak, where you're from or what your culture is. This is universal to all humanity.

Each person on this planet has a propensity to sway either left brain, which is logical or right brain, which is creative. We all can do both, but often we're more comfortable in one hemisphere or the other. For example I'm 60% right brain and 40% left. The test below will allow you to determine what your ratio is.

WHAT DOES IT MEAN TO BE LEFT OR RIGHT BRAINED?

I'm good at math and science, but I had to work very, very hard to get good and I'll kick and scream like a banshee if I have to do accounting. I really detest accounting. These subjects didn't come easy to me, but mastering them provided a level of confidence, absent endearment. Math and science as well as music and language are left brain activities. To the contrary, creative writing, reading, persuasion, history or anything that tells a story, is emotional, artistic or requires new experiences is relatively easy for me. These are right brain activities. But hold on.

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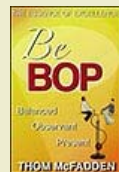
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In addition you receive an Autographed copy of the book Acting for Real (\$40 value)



- The Acting for Real Workbook
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- Act 1: the keys to a great Attitude-- Create an empowered personality
- Act 2: Self-exploration: Action! Life's only command. Since Action is acting out life, let's act.
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- CD 4: The Secrets of the Stars-- How to become the super-star of your life by using the secrets and

There is a catch. Writing is actually left brain while storytelling, which requires imagination is right.

When people describe you, which words do they use? If logical, dependable, exact and punctual make the list, you probably sway left. If they describe you as an idea person, creative, not too structured, you're probably right. When you speak, do you prefer to speak conceptually and get irritated with too much detail or rigid parameters? These are all symptoms of a right brain. If you're describing something to you rely on exact facts, logic and order? That would be left brain. Does that mean that's all you are? Of course not. Put me in a different situation, like when I'm writing a story on human rights and I tend to rely on facts though my creative style seeps out in the descriptions. That's my left brain coming out but my right brain making sure it still rules.

Most people use both sides throughout the day, though we each have one side that requires less effort and our careers tend to follow that ease. Most accountants, lawyers, doctors and journalists are left brain while most people in the arts, marketing, psychology and entertainment industries gravitate right. The further you are to one side or another, the more uncomfortable it is for you to operate in the other sphere. However, in the realm of communication, if the person you're communicating with doesn't understand you, that's your fault, not his. Therefore it's important to structure your communication to match the comfort level of the person you're speaking with, rather than your own. That's where knowing whether you're left or right brained, and which describes the person you're speaking with comes in handy.

IMPROVED COMMUNICATION

Knowing whether the person you're speaking with sways, right or left means you can choose words and descriptions when speaking with him that will resonate positively, thus increasing his comfort with you and what you are speaking about. How can you tell if you don't know the person? Ask him a question and see which way his head turns. If to the right, he's most likely right brained. To the left, left brained. Once you know this, you can use points to make your case that fit that person's comfort zone. If left-brained he or she will be more interested in absolutes, statistics and quantifiable information. If right-brained, he or she will be more impressed by your ideas, thought processes and originality.

You can use this knowledge to increase your effectiveness in negotiations as well. The following is an old salesperson's trick I've used for years. If the person you are dealing with is right brained, that is they tend to be more creative, stand or sit slightly to their right. If left brain, more analytical, stand or sit slightly to their left.

HOW DOES THIS WORK?

Right-Brained Sell: Let me clarify. When I sold advertising I always sat to the right of the person I was selling and tilted my chair toward him because I wanted him to be thinking with his creative centers,

techniques actors use to create believable characters on screen.

- Free subscription to the Lifestand Newsletter (\$50 value)
- Free white paper: From Survival to Success: Self Actualization in Action (\$50 value)
- Free personality profile and analysis of your unique character and personality by Thom Mc Fadden, (\$150). Find out what characters you naturally play and which you can improve!
- The Moving FOR REAL e-book and Total Body Program (\$97 value)
- The "Be BOP" e-book
- Live interactive webinar with Laura Lewis and Thom McFadden with your participation dealing with your issues trying to find a job and navigate this challenging economy like a star in your field!

Free exclusive membership into the Acting for Real Mastermind Club.

- This monthly webinar works assist you in moving from survival to success. You will learn how through the live interactive forum with other members to teach you how to:
 - How to tell your story verbally, visually and in writing
 - How to create an effective webfolio and web video to sell yourself to employers and partners.
 - How to be an effective communicator
 - How to create these effective characters to promote your career, business or self.
 - With additional video lesson covering the tools, lessons and tactics in the Acting for Real Series!

This full package, (less the personal coaching and personal profile) session normally retails for \$297.00 is offered for **just \$69 through October 4th** to make it affordable for job-seekers. Nail that next job interview, presentation or personal situation. Take Thom up on this once-in-a-lifetime opportunity to learn from the best and become your best. Grab your copy of Acting For Real right now and start changing your life!

Quantities are limited. We have less than 200 copies left and the next production run won't be until Spring. When they're gone, they're gone so do not delay. Act now and recast your life toward success!

YES!

I want my copy of the **Acting for Real Fast Start Program** with my personal coaching session with the coach to the stars, Thom Mc Fadden!

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See what some of Thom's past Clients Say about Acting for Real...

YES!

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not logical. Advertising is a conceptual sell. You're selling an idea, image and hope. Logic tends to mess that up. The last thing in the world I wanted was someone thinking logically or with his left brain. There are no absolutes in advertising. To the contrary, it's a very inexact science and I wanted my new client as far away from bean counting as possible!

Left Brained Sell: Now switch industries. When I sold software and telecommunications, the people I sold to were usually left brain. I didn't walk in with a lot of concepts. Rather I came in with facts and figures and always sat to the left, angling my chair toward my client.

The chair angling is deliberate. In sales people buy from you because you have something they need or want but they continue to buy from you because they like you. Tilting the chair signaled a more intimate conversation rather than setting up an adversarial relationship. It was a subconscious cue to my new client that I wasn't there to sell him something but to act as a partner and resource, part of his team. In reality, the left-brain sell is much easier than the right-brain sell, though for us right-brained people, the right-brain sell is much more fun because we get to be creative.

These right/left tactics work in everyday life when you're dating, for presentations or even in a courtroom. If the lawyer, typically a left-brain individual is up against a lot of circumstantial evidence and he needs an emotional verdict, he'll speak to the jury or judge predominantly from the right therefore making sure it's their emotional centers that first receive his message. If he's presenting concrete evidence that speaks for itself, he'll speak from their left. By doing this the information is entering the hemisphere of the brain first that supports his best argument. This isn't smoke and mirrors, it's just practical. And you can use it to your advantage.

The following test of 32 questions will tell you which you favor, your right or your left brain and by how much! When you're done it will provide a script you can paste in your own blog or website. Have fun with this. There are no right or wrong answers. Just what you think!

RIGHT OR LEFT BRAIN TEST

Test provided by [Intelliscript](#)

Right Brain/ Left Brain Quiz

Directions: Take this test by selecting the answer which best describes you at this present time. Every time you read a description or characteristic that applies to you, select the first response that seems right. After you are done, we'll evaluate your responses automatically by adding them up. Whichever number is higher represents your dominance. If the numbers are close, that means you use both sides of your brain equally.

1. I wear a watch

- Yes
 No

2. I keep a journal

- Yes
 No

3. I believe there is a right and wrong way to do everything

- Yes

You've just read an excerpt from Laura Dawn Lewis':

LAID OFF, NOW WHAT?!? SURVIVING

session with the coach to the stars, Thom Mc Fadden!

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*While Supplies Last. There is a limited number of packages available. The next press run won't be until Spring 2010.



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Coming Soon:

BOOK 2: *Surviving the Psychological Issues of Unemployment*, Releasing October 20th. Everything you need to keep depression, apathy, anger and other non-productive emotions under control while cultivating an attitude of success!

BOOK 3: *Finding a new job FAST*: Proven tricks and techniques for the 21st Century including trends, using social networks to find a job, interviewing techniques, getting to the decision-maker and more! Releasing November 15th

BOOK 4: All three together PLUS self-tests and workbook to determine if you should start your own business or continue on as an Employee. Available December 1st, 2009

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