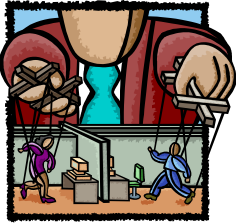


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2004 Editorial Calendar



January – Manage Your Career Month

- 1/7 – Managing Your Career like a Business
- 1/14 – Do your Friends & Associates Hurt You or Help You
- 1/21 – Building Your Brand for Business
- 1/27 – Does Your Personal Marketing Need Help?

February – Reality Check Month

- 2/3 – Successful Salary Negotiation
- 2/10 – Sell Yourself, Not Your Product
- 2/17 – Is the Writing on the Wall? When Should You Start Your Job Search?
- 2/24 – My Colleague was Promoted. Why Not Me?

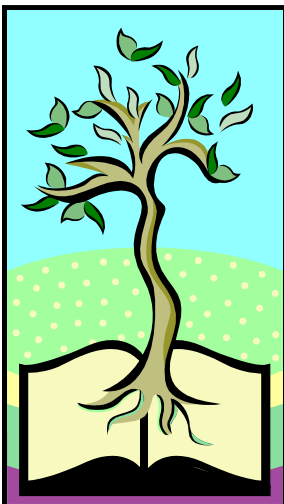
March – Women’s History Month

- 3/2 – Diversity Best Practices Results Published
- 3/9 – Ten Ways for Women to Play by the Rules of Business
- 3/16 – Gender Pay Equity or Not
- 3/23 – The Real Skinny about Women in Business
- 3/30 – Women Leaving the Corporate World to Start their Own Businesses



April – Invest in Yourself Month

- 4/6 – What’s Your Networking IQ?
- 4/13 – Network to Get Work
- 4/20 – 80% of all Jobs Come from Networking
- 4/27 – What has Your Network Done for You Lately?



May – Learn New Skills Month

- 5/4 – Do I Have What it Takes to Become a Public Speaker?
- 5/11 – Should You Continue Your Education
- 5/18 – Can You Get to the Top without Advancing Your Education?
- 5/25 – How to Become an Expert in Your Field

June – Build Your Brand Month

- 6/1 – Why Personal Branding Might be the Company’s Future
- 6/8 – How to Create Customer Evangelists
- 6/15 – To Brand or Not to Brand? That is the Question
- 6/22 – What’s a Brand Anyway?
- 6/29 – Why Having a Brand Might Not be Enough

Details on the following month's articles to be announced.



July – Sell Yourself Month

August – Become an Expert Month

September – Build Better Relationships Month

October – Rekindle Former Relationships

November – Thank You for Business Month

December – Become an Expert Month

For advertising rates and information, please contact LindaL@womeninpackaging.org.
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