

ABOUT THE AUTHORS

C.J. Hayden is the author of *Get Clients Now!* (AMACOM, 1999) and *The One-Person Marketing Plan Workbook*. Hayden is a business coach who teaches people in business to make more money with less effort. Her San Francisco firm, Wings Business Coaching, specializes in working with self-employed professionals and people in marketing and sales. Since 1992, Hayden has worked with thousands of people building a private practice or looking for work.

A Master Certified Coach and Certified Professional Co-Active Coach, Hayden is a graduate of the Coaches Training Institute in San Rafael, CA and a *magna cum laude* graduate of San Francisco State University. She is a recognized leader in the coaching profession as a founder of the first international coaching association, and editor of the first coaching newsletter. Hayden has taught Marketing for John F. Kennedy University, Mills College, SCORE, and the U.S. Small Business Administration, and has taught coaching skills for The Coaches Training Institute, Marriott International, Wells Fargo Bank, and BP Amoco.

A popular speaker and workshop leader, Hayden has presented hundreds of programs on relationship marketing, fearless self-promotion, and career success. She contributes regularly to the web sites Sharper Training, Salesvault, BizLand, Business KnowHow, and many more. Her hundreds of articles have been published in *Home Business and Winning Strategies* magazines, and the newspapers *California Job Journal* and *Bay Area BusinessWoman*.

Hayden has been featured in *Working Woman*, *Home Office Computing*, and *Costco Connection*, and in numerous books, including *Get Slightly Famous* and *The Eleven Commandments of Wildly Successful Women*. She has been widely interviewed by newspapers, magazines, radio, and TV.

Frank Traditi is a career strategist who helps talented professionals design a game plan for an extraordinary career. Since 1983, Frank has helped hundreds of job-seekers, managers, executives, business owners, and sales professionals achieve unparalleled career success. He is a 20-year veteran of Fortune 500 companies holding executive management, career services, sales, customer service, and training positions.

A leader in the Denver business community, Frank serves on the board of Professional Networks, a Denver networking association for job-seekers and career changers with over 500 members. He speaks regularly on job-hunting and small business marketing strategies to groups nationwide. Frank has taught marketing, job search, and career success skills for the Colorado Department of Labor and Employment, US Bank, MetLife Insurance, Internet Chamber of Commerce, Public Relations Society of America, International Association of Business Communicators, Layoff Lounge, Pink Slip Party, Toastmasters, Medical Library Association, University of Wyoming, and University of Colorado.

Frank's timely articles on job search and personal marketing have been featured in the *Denver Post*, *Rocky Mountain News*, and *Job Search Extra*. In addition, his articles are widely published in online venues such as Shared Vision Network, 3 Minute Learning, Impact Articles, IdeaMarketers, ListChannel, and Ezine Links.

Frank is a graduate of CoachTrainer™ and the Teleclass Leader Training Program™, and an active member of the International Coach Federation and CoachU Career Special Interest Group. He is a board member of the Denver Coach Federation, where he served as Public Relations Director and is current editor of their national ezine and newsletter. Frank also served on the board of Rocky Mountain Junior Achievement.