Book Synopsis on

"Straight Talk for Success"
'Common Sense Ideas That Won't Let You Down'

by Bud Bilanich

(Synopsis by Gary Tomlinson)
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A famous quote by Cavett Robert, founder of the National Speakers Association, says, "Learning from the school of hard knocks is very informing, but the tuition is too high! We should learn from other people's experiences." Experience is great, but at times can be a painful teacher. All of us could have made better choices along the way if we had had the benefit of some mentoring or coaching. In *Straight Talk for Success*, Bud Bilanich becomes your guide and mentor for career and life success. He shares with you what he's learned about achieving success and the five things all successful people have in common. *Straight Talk for Success* is directed at young and mid-career professionals. However, this reviewer found that anyone who needs a little shot of motivation or who feels a little stuck in his or her career will find it helpful. This book is for anyone who wants to become more successful in their life and career.

Bud Bilanich is known as "The Common Sense Guy." In addition to *Straight Talk for Success,* Bud has authored six books on business and leadership and is a featured contributor in three business anthologies. He is a regular guest on radio talk shows and he writes the popular career and life success blog www.SuccessCommonSense.com. *Women's Edge* recently had the opportunity to speak with Bud.

W.E.: This is a really good book on how to be successful. What was the tipping point for writing *Straight Talk for Success?*

Bud: I was doing a lot of speaking and consulting. My consulting clients were asking if I could do some coaching for their executives and upper management people. So I decided that if I was going to help people become successful the first thing I needed to do was to understand what it took for people to become successful. I started paying attention and studying successful people. I read books and researched this topic and I found five things that successful people had in common. They are:

- Successful people are self-confident.
- Successful people have powerful personal impact.
- Successful people are outstanding performers.
- Successful people have excellent communication skills.
- Successful people are interpersonally competent.

W.E.: This might be a difficult question, but what is the number one common sense idea that has had the most impact in your life?

Bud: If you want to be a success in your life and career, you have to make it happen. You have to take the responsibility to do whatever it takes to be successful. No one is going to do it for you. Personal responsibility is the foundation on which this success model is based. When people ask me what the one key thing for success is, I have to say I don't know. Today's world is quite complex. There is no one simple "magic bullet" answer. Success is a multi-faceted endeavor and to be successful you need to be a multi-faceted individual. So when I get asked this question, I tell people they have to be good at all five of these traits and they must be really good at, at least three of them.

W.E.: What would you want our readers to take away from your book?

Bud: In my work as an executive coach, I have found that the single biggest career success mistake that people make is assuming that competence and performance are their ticket to success, when in fact they are merely the price of admission. Most people are good performers. It's a huge mistake to think that good performance is the only element of a successful career. It takes a combination of self confidence, positive personal impact, outstanding performance, communication skills and interpersonal competence to succeed in your career and life. There is one last point I'd like to make here. Knowing is not enough. You have to use this knowledge if you're going to become a career and life success.

Readers can order *Straight Talk for Success* from www.amazon.com. To learn more about Bud Bilanich visit www.SuccessCommonSense.com.