

**Chapter 32 Extended Product Features  
Career Chatroom Career Profile**

**Thomas Harrison  
Business Owner, Media Embassy**

**Q What do you do at work?**

**A** I work with clients to help them reach more people and reach them more effectively. I work with several nonprofit organizations so we are not always looking at promoting sales. It could be we want more people to come to an event, or be involved with a cause. I work with the CEOs, owners, and executive management to help formulate goals, plan projects, and market the cause or product.

**Q What was your first job in marketing?**

**A** I worked for a small community newspaper as a reporter, advertising sales person, office assistant—anything to get experience. If my story or column was published, they paid me 30 cents per printed column inch. Photographs were paid at \$5 each if they were published. I felt like Mark Twain—only he was paid by the word.

**Q What skills are most important to you?**

**A** Communication. If you enjoy speaking, then learn to develop your voice and how to present in public. If you don't enjoy speaking, learn how to write and write well. I took private speech class to develop my speaking voice, and I have been typing almost every day since I was in junior high. Learn how to type quickly, and know computer skills. A good sense of humor and the ability to make small talk at function goes a long way.

**Q What is your key to success?**

**A** Be a person of integrity who does quality work. People want success, but they want to trust the person they are working for. When I work with people, I communicate my ability to trust them and find ways to show them they can trust me. I meet deadlines. I under-promise and over-deliver. I deliver quality work for less than what people expect to pay.