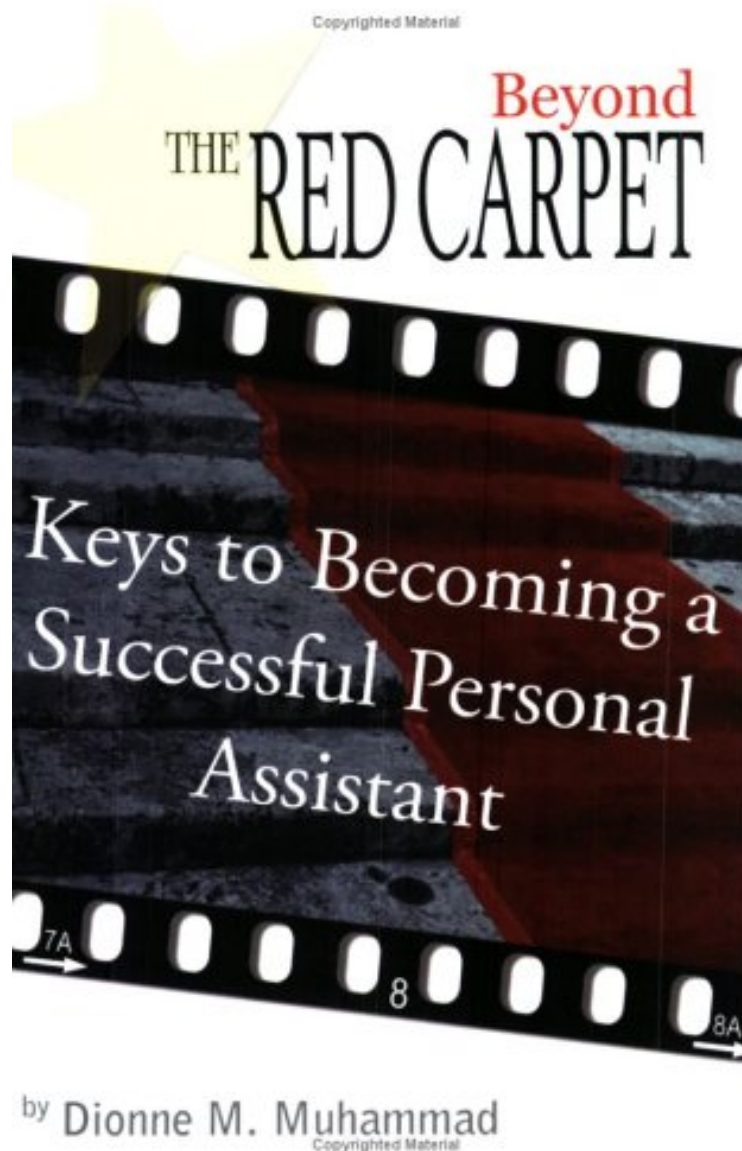


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Beyond the Red Carpet: Keys to becoming a successful personal assistant

Dionne M. Muhammad

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#2787917 in Books Dionne M Muhammad 2004-08-30Original language:EnglishPDF # 1 9.00 x .33 x 6.00l, .46 #File Name: 1418466727132 pagesBeyond the Red Carpet Keys to becoming a successful personal assistant | File size: 52.Mb

Dionne M. Muhammad : Beyond the Red Carpet: Keys to becoming a successful personal assistant before purchasing it in order to gage whether or not it would be worth my time, and all praised Beyond the Red Carpet: Keys to becoming a successful personal assistant:

3 of 3 people found the following review helpful. More than a good book. By L.A. I would recommend this book if you are serious about becoming a personal assistant, or wanting new ideas of skill building. It's very resourceful and a book you'd always look back to. 0 of 0 people found the following review helpful. Good research for career change. By E. Zamis A good read for any admin., executive assistant or super organized individual that is ready to try something else. 32 of 33 people found the following review helpful. Stellar Advice for a Celebrity Personal Assistant Job Seeker. By Renee Phillips I first heard about a job as a Celebrity Personal Assistant from some overdramatized, hyped show promising all sorts of glam and goodies. When I went to begin a more serious inquiry into it as a real career I found a lot of equally useless websites and guides that just glossed over the "perks" and didn't detail any real practical advice on this topic. Until I found *Beyond the Red Carpet*. This is a comprehensive book that offers a complete view of the vital role that Personal Assistants play in the world of celebrities and high profile successful people. It offers a clear list of the skills, temperments and abilities required for this job as well as sound, concrete steps that you can take to be successful in this career. At about 25 bucks you get a wealth of knowledge, know-how and insight. It covers the pitfalls, expectations and some of the frustrations one might face as well as the upside - well balanced, clearly written and practical it's obvious that the writer knew her topic throughly - living it not just reporting or glamourizing it. Despite an incredibly tight budget, I invested the extra monies to take the actual workshop at their Atlanta headquarters and found their help invaluable. This is a professional text written by a talented, focused and knowledgeable woman and is a link to a much broader network of experience and expertise. I was frustrated and lost before attending and through the staff's help, the information from this text and meeting other dynamic individuals pursuing this challenging, but exciting career; I found the inspiration to make a new, more focused start. After getting home I rewrote my resume using their suggestions and was told that my resume stood out amid over 400 who had applied for an Executive Assistant/Personal Assistant job to a local CEO. The comment by the HR person was - Yours was the first resume that made me stop what I was doing and pick up the phone to call you. I've accepted the position and am happily pursuing it as the next step to building the kind of experience that will land me a Celebrity position. Don't be fooled by the sales pitch flashy books out there. If you're serious about this as a career - get this book and look into their workshop. I found the author and her entire staff to be bright, energetic and talented business professionals with the experience and connections to make great things happen. RHExecAssistant at AOL

Often seen as the "supporting-cast" in the lives of high profile celebrities and businessmen; Personal Assistants do more than run mere errands these days. These machines of modern business are a hybrid of secretary, project manager and confidante to their employer. PA's are demanding more responsibility, autonomy and recognition. And they're getting it. *Beyond the Red Carpet* provides those seeking information on how to get into this field with the requisite information to be triumphant. It also serves as a continuing education resource for working PA's. Key attributes and skills that set today's PA apart are: high level of commercial understanding PR and communication skills flexibility and initiative ability to manage projects intuition and empathy commitment to the organization working 'beyond the job description' understanding that your role is 'beyond the red carpet' Complete with tips, case studies and specific how-to information, this provides a road-map that is sure to lead readers to success.

About the Author Dionne Mahaffey-Muhammad is the President/CEO of Celebrity Personal Assistants, Inc., (CPAI) a staffing agency that exclusively recruits and trains business-savvy Personal Assistants for celebrities and professional athletes. The agency has offices in Atlanta, Los Angeles and New York. During the initial launch of CPAI, she toiled as an assistant for an NFL family. Previously, she worked in senior management at software and engineering firms. She frequently lectures on topics such as "Changing Careers;" "Women in Business;" and "How to Balance Home and Work," among other topics. She lives south of Atlanta with her children Ashanti and Nasir.