

# C.S. Lewis & Co. Publicists

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Dear Editor/Producer,

You know that after college, you're supposed to go out into the real world, get a job, and make something out of yourself. But none of the classes you took taught you how to get started. You're not even sure what you *want* to do, and keeping that part-time slacker job you had while in school is starting to seem like your only option. You can live on those ramen noodles for a while longer, right?

Wrong, says life coach **NICHOLAS ARETAKIS** in his new book, *No More Ramen: The 20-Something's Real World Survival Guide* (Next Stage Press).

*No More Ramen* is the definitive guide for 20-somethings trying to work through the confusion of being on their own for the first time. It helps them sort through the baffling questions of young adulthood: What do I want to do with my life? How do I get my first job? How do I handle my money? How do I get ahead? How can I do all of this and still enjoy life?

Aretakis encourages young people to work through these questions and avoid years of indecision and financial struggle. He knows his subject well. He spent a year traveling around the country listening to people in their 20s discuss their dreams, concerns, and fears about entering "the real world." Aretakis stays connected and current on the emerging issues of this age group through his large network of 20-somethings and college students.

Readers will learn how to set career goals—and make realistic, effective plans for achieving them. They will get advice about budgeting. They will get tips on job hunting. They will learn how to turn even the most menial entry-level position into a thriving career. They will get insights into time management and stress relief so they can have both a career *and* a life outside of work.

*No More Ramen* is an empowering yet personable guide for the new (and not so new) college graduate.

Nicholas Aretakis is a successful entrepreneur who became a Silicon Valley millionaire by age 30 and now, in his 40s, thrives on counseling people just starting their careers, face-to-face and through [www.NoMoreRamenOnline.com](http://www.NoMoreRamenOnline.com).

Please let me know if you'd like to set up an interview with Nicholas Aretakis.

Warm Regards,

Cathy Lewis

# How to Thrive in the Real World

New guide helps recent college grads take control of their careers, finances, and quality of life.

During college, you can take classes in existential philosophy, Chinese history, and the novels of Virginia Woolf. But you may not learn a thing about what to do with your life after graduating.

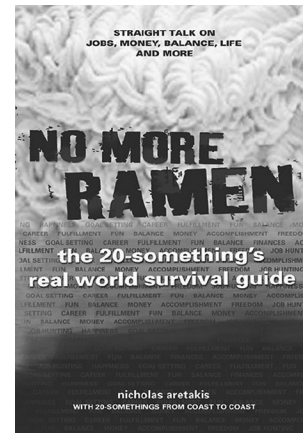
*No More Ramen: The 20-Something's Real World Survival Guide* (Next Stage Press) offers a concise, easy-to-read guide for young adults graduating college, navigating early in their careers and trying to establish independence and life balance. Successful entrepreneur and life coach **NICHOLAS ARETAKIS** explains how to look for your first real job, how to budget your money, how to stay out of debt (or whittle it down if you already have it), how to get health insurance, and how to achieve balance in your life.

Chock-full of resources, checklists, tips, FAQs, exercises, and templates for everything from budgets to thank-you letters, *No More Ramen* offers straight-forward, practical guidance for all kinds of situations grads will face in the real world.

Aretakis offers strategies that can help you:

- Figure out your career goals
- Land your first job
- Learn workplace etiquette for handling telephone calls, complaining co-workers, and difficult bosses
- Get the most out of business meetings, even if you think they're a waste of time
- Figure out when you're working too much or too little
- Transform yourself from entry-level peon to rising star
- Come up with a realistic budget that includes saving money
- Tackle perplexing matters of health insurance, investing, taxes, car ownership, credit ratings, and renting vs. buying

There's no reason to waste your 20s in indecision, aimlessness, and dead-end jobs. The tips, strategies, and explanations in *No More Ramen* are indispensable for anyone making the transition from college or graduate school to the real world.



## Four Qualities of Happiness

What is it we are all looking for along the road to happiness? I believe it can be boiled down to four simple things: freedom, accomplishment, money, and enjoyment.

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# About the Author

NICHOLAS ARETAKIS is an entrepreneur, a high-technology executive consulting for various semiconductor firms, and the author of *No More Ramen: The 20-Something's Real World Survival Guide* (Next Stage Press)

Aretakis thrives on helping young people get their start in life. He traveled around the country on a yearlong tour to speak with 20-somethings about their questions and concerns. The feedback of these “co-authors” became the foundation for *No More Ramen*, a guide *The Washington Post* said “should be required reading for all recent college grads.”

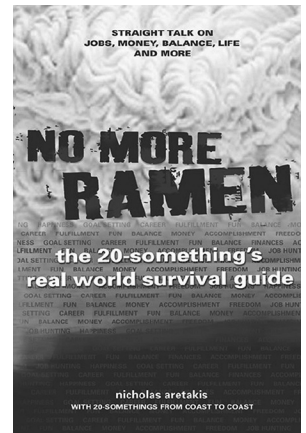
Aretakis is a 40-something who has been a 20-something and remembers all too well how challenging and confusing finding your place in the real world can be. Growing up in suburban New York, he emulated the strong middle-class work ethic of his parents, taking on construction jobs and working at the family business to help support the family and pay for college. He studied mathematics at Hobart and at William Smith College, as well as electrical engineering at Columbia University. But when he got out of school, he knew that he didn't want to be a mathematician or an engineer!

After some soul searching to find out what he wanted out of life—a process he encourages in *No More Ramen*—he decided to work in sales and marketing for high-tech firms. He moved on to become a senior executive at ESS Technology, Inc., and GlobeSpan, Inc. By age 30, he had become a Silicon Valley millionaire.

Aretakis is chairman and founder of Puppy and Pet Products International, LLC ([www.ezleash.com](http://www.ezleash.com)), a company he started with his wife and a few friends as a hobby. He also serves on the board of directors of QuickLogic Corporation.

Aretakis hosts the website [www.NoMoreRamenOnline.com](http://www.NoMoreRamenOnline.com), an interactive website community geared to young adults navigating the transition from academic life into the real world.

Aretakis has been interviewed by FOX News, *The Arizona Republic*, and *The Austin Student*. He also did a 15-city radio tour, which connected him with 4.8 million listeners.



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# Segment Ideas / Interview Topics

## What Do You Want to Do with Your Life?

*Learn how to make the first steps toward your future.*

Few people in their 20s know exactly what they want to do, but you probably have a much better idea than you think you do. Aretakis offers a strategy for sorting through the overwhelming array of choices focusing on looking inside yourself first. Learn:

- How to ask your heart what *it* wants out of life
- Why it's important to dream big
- How to plan your first three moves
- How to be a smart risk taker
- How to deal with parental pressure
- How to decide whether to take time off before getting serious

## How to Find Your First Real Job

*Hint: It's not all about Monster.com.*

You've typed up your résumé and bought a nice suit. You follow the job listings online every day, but no one seems interested yet. How do you go from job seeker to employee? Learn:

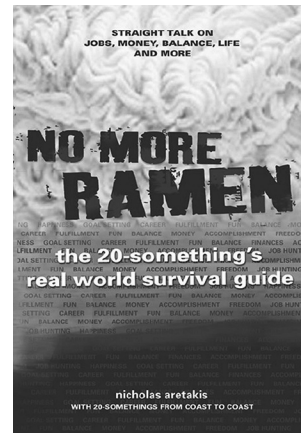
- Why you probably *won't* find your dream job online
- How to network—still the best way to get hired
- What the “hidden job market” is—and how to tap into it
- How to prepare for a job interview
- What to look for in your first job
- Why the highest-paying job may not be the one you want
- How to negotiate your salary

## How to Shake the “Gimme” Mentality

*Are you a member of the “Entitlement Generation”?*

You may have grown up with parents who gave you a lot. Or you may remember the dot-com craze, when college graduates nabbed \$80,000 starting salaries with hefty signing bonuses. Times have changed. Aretakis warns that a sense of entitlement can be detrimental to your success, and he advises:

- How to accept a hard-work-is-noble mentality
- How to stop depending on mom and dad
- How to sound professional on the telephone
- How to dress for the workplace
- How to avoid online distractions at work: personal email, blogs, instant messaging



## Dream Impossibly

Don't be afraid to have a larger-than-life goal, like singing on Broadway or becoming a Supreme Court Justice. Make a plan to reach that goal, starting with the most attainable first steps. Use your impossible dream to motivate you at every stage. If you make it all the way, great. If you only get part of the way, there's a good chance you'll be happy where you end up.

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— MORE —

## How to Get Ahead at Work

*Learn how to rise out of the entry-level grind.*

You once told yourself you needed to pay your dues in an entry-level job, but it's a couple of years later and you're still paying them. Aretakis discusses:

- Three keys to moving up at work
- Tips for boosting productivity
- How to decide whether you need to go back to school
- How to use performance reviews to your advantage
- How to make the most out of networking
- What to do if you're overlooked for a promotion
- When to find a new job

## Money Management 101

*Everything you need to know about debt, bills, saving, and more.*

Aretakis says the average college student graduates with \$20,000 in debt—and that's just one of the financial issues grads will confront. Learn:

- How to create a budget
- How to save money
- How to use credit cards responsibly
- How to start investing
- How to boost your credit score
- How to decide whether to rent or buy your home
- How to handle taxes

## Work-Life Balance for 20-Somethings

*You're never too young to stay true to yourself.*

You saw your parents leave every morning at seven a.m. and not return until nightfall—all for jobs they complained about. Aretakis discusses how to avoid the same fate. Learn:

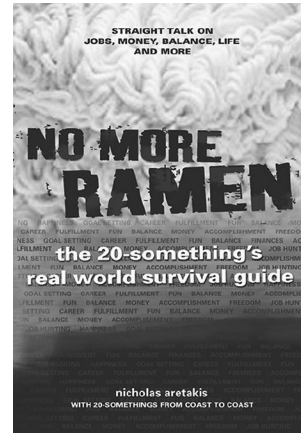
- How to balance personal goals with professional goals
- What to do if you find yourself heading in a different direction from your goals
- How to schedule daily “downtime,” no matter how busy you are

## 5 Money-Management Tips for Recent Grads

1. Completely pay off your credit card each month.
2. Bring lunch to work.
3. Get a roommate.
4. Put 2 to 3% of your salary every month into a rainy day fund for unexpected expenses, like car repair or travel.
5. Budget at least 10% of your income for long-term savings, if possible through your company's 401K or 403B retirement plans.

# Suggested Interview Questions

1. Why did you write *No More Ramen*?
2. What does the title mean?
3. You're a 40-something millionaire entrepreneur. How can you understand what the current generation of 20-somethings is going through?
4. You often refer to your "co-authors" for *No More Ramen*. Who are they?
5. How did you figure out your own career path, back when you were in your 20s?
6. Why do you encourage 20-somethings to "dream big" when they're figuring out what they want to do? Doesn't that just set them up for disappointment?
7. What do young people entering the work force worry about the most?
8. You write about the four qualities of happiness. What are they?
9. Young people today are often referred to as the "entitlement generation." What does that mean, and how can that affect their progress in the real world?
10. A lot of young people take time off to travel or "find themselves" before entering the job market. You advise against taking too much time off. Why?
11. You'd think it would be easy to find your first job, with the internet and all those online job boards. Is it?
12. What are the most common problems young people have with time management?
13. What is the biggest misperception 20-somethings have about money?
14. Young people are used to many different ways of communicating—cell phone, email, instant messaging, text messaging. But they may not understand that they might need to use these technologies differently at work. Any suggestions?
15. You make it sound so easy to plan your future and reach your goals. But everyone knows failure is more common than success. What do you tell people who aren't making it in the real world, despite their best efforts?



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# Are You Ready for the Real World?

Take this quiz to find out.

*Circle the answer that best describes you; see below for scoring.*

1. You dream of making it big in the fashion industry. You have an assistant manager job at a Gap store in the suburban Midwest. You spend most of your job-hunting time:

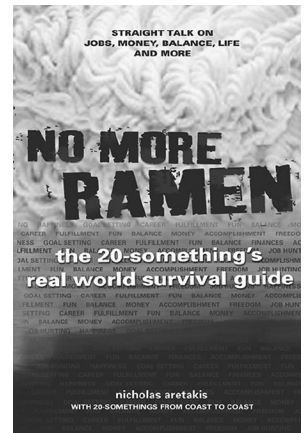
- A. Searching the Ralph Lauren and Prada websites for job listings and making contacts on MySpace.com with people who describe themselves as working in fashion.
- B. Launching your own clothing design business and planning a move to New York.
- C. Taking night classes in design and doing an internship with a local clothing designer who's been able to get her clothes into a few area boutiques. You want to learn more about the business before you make any big changes.

2. You're offered an entry-level job in your desired field, but you're not sure if you can live on what they pay you. You:

- A. Turn down the job because you refuse to be exploited that way.
- B. Accept the job. You'll take a second job or find a cheaper place to live.
- C. Accept the job and move back in with your parents. You miss them anyway.

3. After a year at an entry-level job, with no sign of a promotion on the horizon, you:

- A. Start looking at graduate programs. School is much better than the working life, and no matter what degree you get, it will help you get a better job and earn more money.
- B. Decide you like your job enough to stay, so you resolve to work even harder. You'll deliver consistently excellent work, show that you understand the business, and network with coworkers. You'll stop complaining about problems and start offering creative ideas about solving them.
- C. Look for a new job. You weren't that comfortable there in the first place, and you believe you'll be able to realize your true potential in a more supportive workplace.



## Phone Sense

- Make sure your cell phone is off before you add any colorful commentary about the person you were speaking with.
- If you use your cell phone for work, be sure the ring tone and the message are as professional as your desk phone.
- Return calls as soon as possible, but certainly within the same day.

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4. Your grandparents give you a college graduation gift of \$5,000. You:

- A. Go on a shopping spree and plan to spend the summer bumming around Europe. With your college degree, you'll be earning plenty of money on your own soon, so it doesn't matter if you're broke by September.
- B. You use \$1,000 to pay off your credit card debt, put \$2,000 into a savings account, and plan to use the rest to help you out while you're doing a low-paid summer internship in your chosen career.
- C. You spend half the money backpacking with friends in Costa Rica, a trip you've dreamed about since high school, and then use the rest to live on as you look for a job and apartment in the city you've chosen to live in.

5. Your new schedule is killing you. You have to be at work at 8:00, and don't leave the office until 5:00 p.m. or later. All you have energy for after work is watching TV. You:

- A. Quit. You're just not ready to be so grown up, and you don't want to become a stress mess like your parents. You'll wait tables part-time for a year or so until you're ready to re-enter the real world.
- B. Resolve to work harder, waste less time on personal email and blogs, and become a key player at the office. If you get a promotion, your job will be more exciting and you know you'll feel better about the long hours.
- C. Sign up for a yoga class and resolve to get off the bus a couple of stops early so you can walk part of the way to and from work. You know you always feel better if you exercise regularly.

**Scoring:** Give yourself 10 points for each A, 20 points for each B, and 30 points for each C.

**50–70 The Entitled Prince/Princess.** You have unrealistic expectations. You think you deserve freedom, accomplishment, money, and enjoyment, but you aren't willing to put any effort into getting them.

**80–110 The Overachiever.** You're driven and have your eyes on the prize. You'll probably accomplish great things and earn plenty of money. But don't forget to make space for the other two qualities of happiness: freedom and enjoyment.

**120–150 The Happy Pragmatist.** You're goal oriented, but not as driven as the Overachiever. Work/life balance is important to you. You may not climb as high on the career ladder or earn as much money as the Overachiever, but you'll probably have an excellent balance of all four qualities of happiness: freedom, accomplishment, money, and enjoyment.

### 11 "Must Knows" to Make It in the Real World

1. Pace yourself.
2. Practice, practice, practice.
3. Time is money.
4. Character defines you (and everyone else).
5. Doing what's right can be hard.
6. Trust is everything.
7. Some friends are more reliable than others.
8. Say what you'll do, and do what you'll say.
9. Passion yields success.
10. You have to give to receive.
11. You live with the choices you make.