

A PRACTICAL CAREER-POSITIONING SYSTEM

For a world where good work alone is no longer enough.

THE WORLD OF WORK CHANGED. MOST CAREER ADVICE DIDN'T.

AI is raising the baseline. Roles are changing faster. Career paths are becoming less predictable. And being qualified is increasingly just the price of admission.

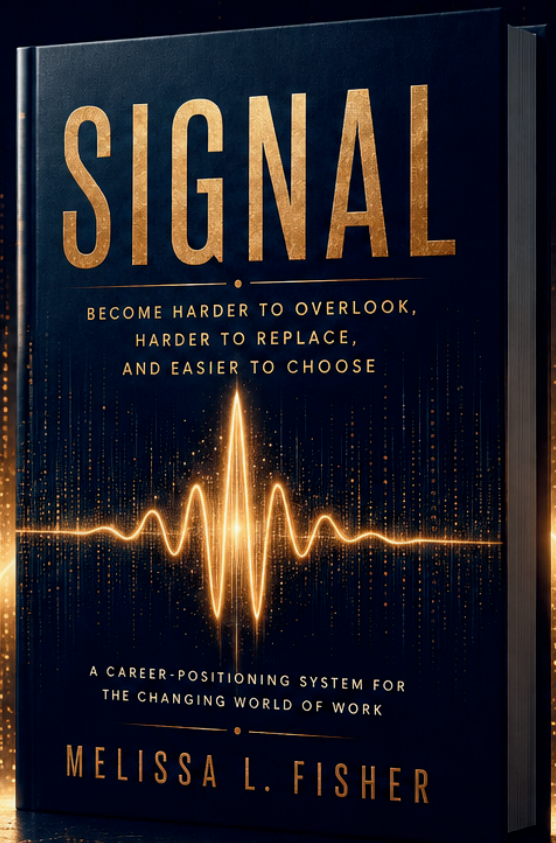
SIGNAL helps professionals build something more valuable: a clear, credible reason to choose them.

Rather than another book about personal branding, networking, or finding confidence, SIGNAL gives readers a practical system for understanding their value, proving it, communicating it and building better career options before they need them.

THE CORE IDEA

Your career is influenced by more than the value you create. It is influenced by whether the people making decisions can see, understand and believe that value.

SIGNAL shows readers how to close that gap. Because important career decisions are often made when you are not in the room. And when several qualified people can do the work, the person who is easiest to understand, remember and trust has an advantage.



THE S.I.G.N.A.L. FRAMEWORK™

SEE

Understand what is changing around you and where opportunity is moving.

IDENTIFY

Clarify the value, strengths and differentiators you want the market to associate with you.

GATHER

Build the proof that makes those claims credible.

NAVIGATE

Make smarter decisions about where your experience can create the most value.

AMPLIFY

Make your expertise and contribution easier for the right people to see.

LEAVE OPTIONS

Build career choices before circumstances force you to find them.

WHY READERS WILL BUY SIGNAL

It addresses a problem millions of professionals already feel.

They are doing good work, but they are not sure that good work is enough to protect or advance their careers.

It turns career positioning into something practical.

Readers learn what to look for, what evidence to gather, what to communicate and where to become more visible.

It is built for the realities of AI-era work.

SIGNAL does not tell readers to compete with technology. It helps them become clearer about the human value, expertise, judgment and proof they bring to the market.

It is relevant before a job search begins.

The book is designed for professionals who want more options, stronger positioning and greater career resilience, whether they are actively looking for a job or not.

It gives readers a system they can continue using.

SIGNAL is not a one-time career exercise. It is a framework readers can revisit as their skills, ambitions, industries and opportunities change.

WHO IT'S FOR

SIGNAL is written for:

- Mid-career professionals navigating change
- Managers and leaders preparing for what comes next
- Professionals concerned about AI and job disruption
- Job seekers who need stronger differentiation
- Career changers repositioning their experience
- High performers who feel increasingly overlooked
- Recent graduates who want to build their careers strategically from the beginning

FOR READERS ASKING:

How do I make myself more valuable in an AI-driven workplace?

How do I stand out when everyone looks qualified?

How do I make my experience easier for employers to understand?

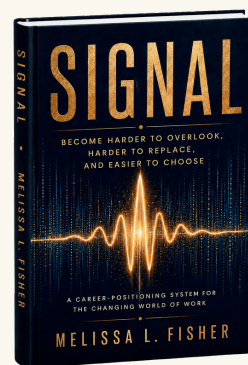
How do I prepare for career change before I am forced into one?

How do I make sure the value I create actually gets noticed?

SIGNAL gives them a system for answering those questions.



Author Melissa L. Fisher is CEO of Careerz Group, a career and workforce strategy firm, giving the book an active platform behind it for events, bulk and corporate sales, and ongoing promotion. The American Business Awards have recognized her as a visionary and strategist, and her advisory work connects to companies including Google, Microsoft, Apple, and Comcast.



RETAIL INFORMATION

SIGNAL PAPERBACK | 6" × 9"

ISBN 979-8-9922685-0-8

SUGGESTED RETAIL PRICE: \$22.99

SIGNAL HARDCOVER | 6" × 9"

ISBN 979-8-9922685-1-5

SUGGESTED RETAIL PRICE: \$32.99

SIGNAL EBOOK

ISBN 979-8-9922685-2-2

SUGGESTED RETAIL PRICE: \$9.99

SIGNAL AUDIO BOOK

ISBN: 979-8-9922685-3-9

SUGGESTED RETAIL PRICE: \$19.95

COMPANION SIGNAL WORKBOOK

8.5" × 11" PAPERBACK

ISBN 979-8-9922685-4-6

SUGGESTED RETAIL PRICE: \$24.99

AUTHOR: MELISSA LEE FISHER

PUBLICATION: OCTOBER 2026

LLCN: 2026916696

PRIMARY SHELVING: BUSINESS,

DEVELOPMENT / PROFESSIONAL

DEVELOPMENT / FUTURE OF WORK



PUBLISHER: PEAK ROAD PRESS

WWW.PEAKROADPRESS.COM