

PRESS RELEASE

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New Tool Helps Career Change

With businesses and industries faltering many workers need a career change. "The first step in making a career change is to identify the skills one already uses." said Paul Lane as we were discussing his new on-line assessment tool.

Coach Paul, as he likes to be called, started his on-line job placement service to bring his unusual job search style to more people, especially the rural and small town job seekers. "I've been helping people get better jobs for more than 20 years. Most of that in rural Lake and Mendocino Counties (California). And most of my clients have required a career change, so I needed a tool that could quickly identify the best types of work for the individual. I want this to be available to many more job seekers that I can reach one-on-one."

The *Transferable Skills Workshop* is the first offering in the new web classroom, TheEmploymentCoach.info that is an auxiliary to TheEmploymentCoach.com. Along with individual assistance from Coach Paul, he has authored two books, which are available on-line also. The books are ***The Big Book of Employment Secrets*** and ***How to Break into Management***.

"If I have a client that I don't know what to do with, I go to Coach Paul. He always knows how to help." That is from a professional job developer – Rebecca Reese. "I use the transferable skills with almost every client." she added. "it is very helpful."

"Even in this economy, good jobs are still available. Few of them will be advertised, though. The employer will be flooded with applicants – it's just not worth the hassle." Coach Paul stated. "It takes a little more work to get a good job these days. I hope my Transferable Skills workshop will help."