

## HEADLINES RELEVANT TO *GROUND OF YOUR OWN CHOOSING*

"In a sign that American workers may face even more difficult times for many months to come, the nation's unemployment rate last month jumped to the highest level in 14 years as job losses mounted.

" U.S. Jobless Rate Hits 14 Year High," *New York Times*, 11/9/08

"Nearly half of working adults say they are worried about layoffs where they work, according to a recent survey by Decision Analyst, a marketing research and consulting firm...

AARP reports that 27% of workers 45 and older are postponing retirement."

*U.S. News & World Report*, October 13-20, 2008

## TALKING POINTS FROM *GROUND OF YOUR OWN CHOOSING*

1. Finding work in a tight, highly competitive environment is going to take more than the basic job-search practices universally taught and advocated. *Ground of Your Own Choosing* shows readers how to do more than send off resumes and network.
2. Hard times will require more vigilance in knowing your value and articulating it effectively. GOYOC teaches people how to know their product (what they have to offer), match it to the market, and feel more comfortable selling themselves
3. Work searches will take longer. GOYOC prepares people for the long haul because it speaks directly to the reality of the current situation, doesn't offer short cuts which become dead ends, and tells the reader how to put supports in place to help them go the distance.
4. Professional security no longer resides in a job, any job, but in our own capacity to generate work. GOYOC teaches people how to conduct a work search as if they were a small business owner, how to reduce their dependence on others and take a proactive rather than passive stance to finding work.
5. Unlike most career books which equip people to "fight that last war," GOYOC arms work-seekers with the strategies, tactics and tools they will need to be successful under current "battleground" conditions
6. Being able to productively use a period of change and uncertainty to reinvent yourself will become an essential skill. GOYOC teaches people how to execute a positive and potentially transformative professional transition.

"*Ground of Your Own Choosing* reframes the task of finding work in a practical way that fits current times and helps the reader be optimistic, proactive and even excited about it."

Edwin Nevis, Co-Founder & Board Chair, Gestalt International Study Center