

Telegraph Article, Submitted by Alice Rush 5/2/03
Column, "CareerU® for Success."

"Create Your Own Career"

In this day of increasing unemployment, wouldn't it be nice if we could create our own careers? Careers that could give us happiness and satisfaction, flexibility and creativity... with a minimum of office politics. Perhaps you think this is a good thought, but not very realistic, right? You may be comforted to know that people are actually developing their own careers all the time. I'm not just speaking of people who are starting their own businesses, but people who are visioning a need within their company or within their community and they are applying their energy toward meeting that need- creating their own new career. Perhaps you think this sounds too difficult. I'd like to introduce you to a few people who have accomplished their goals locally, in the hopes I may inspire more individuals to follow their career dreams.

Anne and Steve live in El Dorado Hills. Previously, they were both in careers with Fortune 500 companies in the consumer products field. Anne had a strong background in sales, yet when she became a mother, she realized that traveling around the country selling pet supplies wasn't necessarily in her daughter's best interest (nor Anne's- for that matter.) This is a very stressful career that may be perfect when you're in your twenties, single without kids, yet once a person becomes a parent- life changes. Our needs as a person change, too. Anne assessed that she needed a career that could enable her to work from home and that would connect her to something she believed in.

Anne created her own career. She is now an "Internet Publicist." This is a perfect career for Anne, because it utilizes her degree in Journalism and her background in sales and marketing. Her idea of a career as an Internet Publicist meets a market demand and satisfies her values for autonomy, flexibility, creativity, independence and the ability to stay home with her kids. Anne helps famous authors of parenting books write articles for large internet web sites. These web sites in turn increase their exposure and book sales, which is of tremendous value to an author. Anne also helps authors achieve bookings on Oprah and other national programs. For Anne, this is easy work because she believes in these authors and she has a passion for parenting education.

Now, for another positive spin. Anne's husband Steve also created his own career as a Graphic Artist and Web Designer. His work contributes to the Internet Publicity business. Steve is a true artist and he loves computer work, both are conducive to working from a home office.

Anne and Steve are living their career dreams because they created their own new field in the Internet Publicity business. These careers did not exist 10 years ago. They assessed their own individual career needs, then market needs- and created their own rewarding careers. For more information about their business, you can visit their web site at www.parentingbookmark.com.