



## Career & Life Path Coaching

Mission: To change the way people feel about work...From just a paycheck to a fulfilling endeavor that is an extension of their purpose and passion.

### Job forecast 2008

*ATLANTA (NOVEMBER 23, 2007)* – Hallie Crawford is the career coach who helps people find not just a job, but a career that fits. She is the owner of Authentically Speaking ([www.halliecrawford.com](http://www.halliecrawford.com)). She offers the following advice to approach the 2008 job market:

Times have changed. People don't stay in one job for the rest of their life. We need to get used to changing jobs more frequently, there is less company loyalty and less employee loyalty. And that's not necessarily a bad thing. Maybe it's less stable but it also gives us more freedom to create a career from scratch, not a cookie cutter or corporate mold.

You know the traditional image of the American Dream: Work hard and you can have anything you want, regardless of where you came from, your socio-economic status or any other aspect of your life. Everyone can have the traditional American Dream. Well, the American Dream has changed, and the traditional way to pursue that dream is quite different. No longer is there just one "work hard" ethic to achieve the American Dream. And, it's no longer about sticking to one career path for the rest of your life.

More and more people are entrepreneurs, or well on the way to becoming them. They're starting their own businesses—some very non-traditional ones. Think of the online dating websites, the boom in the consulting industry, and small business owners like me. Market and consumer trends have changed significantly, and some would say radically. It all adds up to this: Today the world really is your oyster. There are so many ways to make money and earn a living and the idea of having multiple streams of income is not unusual; it is starting to become the norm.

Hallie is happy to talk to you some more on this subject and provide deeper insights. She is available at 404.228.6434 or email at [hallie@halliecrawford.com](mailto:hallie@halliecrawford.com).

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**Contact:**  
**Shannon Cherry, PR for Hallie Crawford**  
**518.248.6592**  
[pr@cherrycommunications.com](mailto:pr@cherrycommunications.com)