

New Tools Help Professionals Differentiate Themselves in Tough Job Market

***Marketing Your Career* workbook, workshop and coaching programs help professionals and business people more effectively market themselves**

REDWOOD CITY, CA – June 15, 2009. L2M Associates, Inc. today announced it is expanding the availability of *Marketing Your Career* tools with a new interactive workbook (Woodside Business Press, June 2009), as well as a workshop and one-on-one coaching and mentoring programs.

Written by award-winning consultant Linda J. Popky, president of L2M Associates, the workbook is the companion to the book of the same name, published in 2008. It provides a series of simple, straightforward and fun exercises to help professionals identify their key differentiators and produce the type of effective marketing campaign required to succeed in this tough economic environment.

The one-day workshop, to be offered on June 27th through San Francisco State University's College of Extended Learning, is designed to help professionals take control of their career options, and develop an actionable plan to market themselves in today's economy.

One-on-one coaching and mentoring services are customized to meet individual needs and may include personal branding, review of resumes and cover letters, and development of effective marketing strategies for securing new positions or obtaining promotions within existing organizations. Participants can choose single session or extended support options.

According to the author, these tools help provide an edge to both jobseekers and those looking to move up in existing organizations. "Now more than ever, it's important to understand how to differentiate yourself from the myriad of people in the market," Popky said. "These tools will help individuals stand out from the crowd, by focusing on the value they provide potential employers, as they build strong personal brands and take control of their own career development."

Price and Availability

The workbook is available immediately in hardcopy format for \$9.95 directly from Woodside Business Press, www.woodsidebusinesspress.com and from Amazon.com. It is also available as an eBook for \$6.95. Volume discounts are available on quantity orders.

The one-day workshop costs \$175 and includes copies of the *Marketing Your Career* handbook and workbook. Registration is open now at <http://www.cel.sfsu.edu/marketing/classes.cfm?selection=classes&ID=1204426&period=20093>. Additional sessions will be offered in the fall.

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About the Author

Linda Popky, founder and President of L2M Associates, is a consultant, speaker, author, and educator who was recently recognized as one of the top women of influence in Silicon Valley. She has also been inducted into the Million Dollar Consulting ® Hall of Fame, established by renowned consultant Alan Weiss. She is the president of Women in Consulting, a Bay Area-based organization of over 400 seasoned business professionals in more than 40 specialties.

About L2M Associates

L2M Associates is a strategic marketing company that helps clients improve their bottom line by more effectively leveraging their investment in marketing programs, processes, and people. L2M works with a wide range of organizations from startups and small businesses to Fortune 500 companies to use their marketing resources as effectively and efficiently as possible. For more information, visit www.L2Massociates.com or contact 650-281-4854.

About Woodside Business Press

Based in Redwood City, CA, Woodside Business Press is a specialty business press dedicated to publishing books on stimulating and thought-provoking business and marketing-related topics. For more information, contact Woodside Business Press at www.woodsidebusinesspress.com.