

-For Immediate Release-

## **A New Book Offers Hope for Creating a New Economic Reality to the Unemployed**

*WhizVentures.com announces the publication of a new book, "Whiz Biz in Changing Times". This practical and comprehensive guide to creating a business and job you love will help people come out of the current unemployment abyss in a pragmatic and efficient way.*

Alexandria, VA, February 19, 2009 – A new book, *Whiz Biz in Changing Times*, by Danielle Vallee, author, business trainer and public speaker, has been published to help people create their dream job. The book offers hope and practical solutions, and its revolutionary approach makes it simple for people to create their own job by starting a business. It offers down-to-earth ideas and foolproof methods, while outlining potential pitfalls and allowing new entrepreneurs to avoid costly mistakes.

This practical tool is in stark contrast to traditional academic theories that tend to be vague and out-of-reach. The pragmatic step-by-step approach outlined in "*Whiz Biz in Changing Times*" covers all aspects of self-employment: from techniques for finding business ideas, to assessing start-up costs and preparing an operating budget (including how to start a business on minimal funds!), to building credibility and gaining visibility, to marketing and selling, to networking and remaining motivated, to maximizing the use of technology and, finally, planning for expansion. It also explains how to start a business with very little money and how to maximize any initial investment.

In January alone, over half a million jobs were lost. The outlook for the coming months is no better. In our economic environment, the unemployed cannot rely on the current market to find stable and fulfilling employment anytime soon. Small businesses are the most relevant and powerful job creation tools right now. They already represent 99.7% of all businesses and provide 2/3 of all jobs in the U.S. (source: Small Business Administration Office, U.S. Government). Small businesses are the engine of the economy. *Whiz Biz in Changing Times* is offering a viable alternative to unemployment by empowering individuals to take action immediately.

The initiative is supported by <http://www.whizventures.com>, offering free online tutorials and articles. The Whiz Ventures blog, <http://blog.whizventures.com>, regularly discusses issues related to job creation and entrepreneurship, including Internet and Web scams offering miracle recipes under the cover of solutions to unemployment. These relevant and timely materials support the unemployed in avoiding being taken advantage of. The book sells for \$24.95 in paperback format on Amazon (<http://www.amazon.com/exec/obidos/ASIN/1440488622/whizteenscom>), and is also available in PDF and Kindle formats.

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