

FOR IMMEDIATE RELEASEContact: Paula Robinson 617-290-5830
paula@eworkstyle.com**OPEN ACCESS WEB SITE TEACHES WORLD-CLASS SKILLS IN GLOBAL COMMUNICATIONS**
EWORSTYLE.com Helps to Reengineer Thinking, Skills & Image from Local to Global Market Income

THE NEED TO GO GLOBAL - There is a world-wide economic shift taking place because the American dollar is falling and its value for American people is affecting their ability to keep their homes, travel and live well. People around the world are impacted because they have historically looked to American travelers to stabilize economies that depend on tourism and business accommodations. The world's people now have to look to countries with stronger economies to woo travelers to visit and spend with abandon. Corporations employing Americans have moved many of their service offices outside of the US to less expensive real estate and staffing to be freed from the restrictions of regulations, legalities, unions and taxes. Through facile use of 800 numbers and automated applications on the internet *needs vested but uninvested* American consumers are none the wiser. The US public response to these economic megatrends is 85% of Americans have turned to some form of self-employment both for financial relief and to stabilize their financial futures. Self-employment, from consulting practice and micro-enterprise to small business and entrepreneurship, has become a quiet and growing national movement that is showing strong signs of quickly becoming global. Within this group, only a small percent of internet users have begun to understand the global economy and the use of the web as an economic engine that can allow them to participate from local to global market income by developing their dreams.

Paula Robinson, Founder\CEO of the Internet Institute for Training in Eworkstyle (IITE) is a graduate of the MIT Department of Urban Studies and Planning Community Fellows Program. IITE is a not-for-profit teaching: image, branding, web applications, market research, public relations and 'internetcast' dissemination through five intensive courses: professional writing, web design, online meetings, regional networks and global leadership.

"I developed IITE as an open access, turnkey internet resource for cohesive, transformative, world-class skills training because I saw that people were too busy to do it for themselves. One can't afford to be lackadaisical about developments with technology and the internet. To be behind the times about the internet as a tool to reach beyond local constituents to new sources of income can mean one's dreams will never manifest into long-term financial realities. Today, the internet is ripe with opportunities for self-development through research, marketing, public relations and effective communications strategies that deliver products and services world-wide. The Internet Institute for Training in Eworkstyle is there to help and if you can't get to a computer we're publishing a new companion magazine EWORKSTYLE this summer. EWORKSTYLE focuses on market driven trends and resulting impacts on skills development, work functions and lifestyle. EWORKSTYLE gives empowerment information in short takes so people can make their own decisions about what tools and resources to use and how to use them for what they want to do. We've been around since 1995, and have the experience to serve as a guide through the internet's millions of continually doubling resources. We use and understand the applications that are out there well enough to know who's telling the truth, who's hiding the truth and who's afraid of the truth regarding quality resources. The internet allows one to connect globally by area of interest rather than by area of place. EWORKSTYLE helps sort through all of the *hay* to find the gems needed to create effective online communications. For instance, if one sells carrot soup which is not in demand in their community, state or region; they can make a good living selling carrot soup to interested markets globally. Online, EWORKSTYLE.com allows one to work and develop ideas from their home office. EWORKSTYLE.com articles show how to create a carrot soup newsletter, a carrot soup info radio show, carrot soup how to TV show and in addition how to write and sell a number of books and memorabilia on carrot soup. Social researchers show the world is growing by 70 million people each year and if one can make a living providing services and products for millions, then that's a lot of carrot soup! Even non-entrepreneurs can use EWORKSTYLE.com - it's a safe, comfortable environment from which they can develop their knowledge skills into competitive intelligence and enjoy the world at their fingertips."

Paula Robinson provides creative perspectives on communications in today's world from her background in broadcast and internetcast media through writing and lecture venues. Eworkstyle.com is set-up as website magazine soon to launch in downloadable PDF and hard copy; find out more at www.eworkstyle.com.

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