

**For immediate release
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When is a package not a package?

Atlanta, GA - When the package is YOU and Chief People Packager JoAnn R. Hines delivers results. Whether you realize it or not, you are the product and your success depends upon perfect packaging. Hines, world-recognized, packaging guru, unlocks the secrets that propelled her career from anonymity to global leader. She presents the complete package to you with her most innovative venture, PackagingCoach.com. This new website provides free access to dozens of career transforming articles, advice, and how to's giving your career greater shelf life and increased profitability.

Hines coaching tips, workbooks, and instruction cut through the clutter in a simplified straightforward manner while drastically reducing the time it takes to build your personal brand. The workbook has done all the hard work for you with guidelines, cheat sheets and easy-to-use templates.

Hines proven directions for becoming an expert in your field or boosting your personal visibility have been used by thousands. Now you too can learn from her secrets. Some of her essential insights include: How to write a kick-butt resume; How to write a press release people will read; 10 business skills you can't live without; 10 reasons why its not who you know but who knows you; How to soft-sell yourself for opportunities, and much more.

Discover the key to your personal success with this incredible resource. "Package Yourself" and learn how Hines strategies can unlock your powerful personal potential at PackagingCoach.com

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