

CARSON MARKETING INC.

1740 East Garry Avenue, Suite 231 • Santa Ana, CA 92705 • 949-477-9400 • Fax: 949-477-2425

PRESS RELEASE

Contact: George Carson
949-477-9400
gcarson@carsonmarketinginc.com

Soft Skills Prepares Job Seekers for Interviewing

Santa Ana, CA. A recent report by the Labor Department (as of Sept 3, 2010) stated the unemployment rate rose to 9.6% in August. That means almost 28,000,000 unemployed are seeking the few jobs that are available. People are changing careers, going back to school to re-educate themselves in order to find a job that will help them support their family. How does a person compete in this difficult and tough economy?

“Employers are looking for people who can adapt to their needs and possess soft skills,” commented Jim Stedt, co-founder of a company called Business SoftSkills.” More than 20 years of being an HR Consultant, Stedt said “the competition of finding a job is more critical during the interviewing process, because this is where you make that first impression and need to know your soft skills.”

With only 67,000 new jobs available last month, the number of applications can be overwhelming for HR managers. After selecting applicants who match their needs, the interviewing process is where most applicants fail. Their soft skills on how they present themselves, how they handle their body language, and how they respond to questions are all part of soft skills.

A new video lesson titled: **Interviewing and Business Networking**, produced by Business SoftSkills, is helping those seeking jobs be more prepared for the interview process. The high quality production video is 33-minutes that features an instructor who highlights all the areas many people lack, or just do not realize how much of an impression their interview leaves with a potential employer.

Business SoftSkills began in 2006 producing videos to help educate people by improving their soft skills, which are those skills not normally taught in colleges, or universities. A complete Job Readiness/Soft Skills course explains the 13 needed soft skills required by business today.

To learn more about Business SoftSkills, visit the web site at: www.BusinessSoftSkills.com.

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