

**Kaplan's Going Indie Guide
Prepares Workers For The Job Market Of The '90s And Beyond
Experts Estimate 50% Of U.S. Workforce Will Be Independent Workers By The Year 2000**

New York -- Welcome to the Indie Revolution! It is estimated that by the year 2000, 50% of the U.S. workforce will be "indies," or independent workers. For new and aspiring indies, Kaplan introduces the insider's bible, *Going Indie: Self-Employment, Freelance and Temping Opportunities*. Kathi Elster and Katherine Crowley have developed this definitive guide to help individuals explore the facets of indie life, identify business concepts that fit their skills and interests, develop strategies for success, overcome the anxiety of being on their own, and more. *Going Indie* is published jointly by Kaplan and Simon & Schuster.

"Changes in the job market are driving more and more people toward independent employment. Whether by choice or circumstance, many individuals are finding that the indie career-style is the answer to personal and financial satisfaction," said Elster. "*Going Indie* draws upon real experiences, including my own, to help individuals identify, pursue and achieve their indie dreams."

Going Indie helps readers evaluate indie career options and answers the most commonly asked questions about self-employment, including:

How can aspiring indies identify career opportunities?

In what key ways does an independent career differ from traditional employment?

What qualities and attitudes are essential to indie success?

What are the most common indie pitfalls, and how can they be avoided?

The book also provides tools for indie success, covering:

101 hot business growth areas

techniques and strategies for launching a business, including decision making and risk taking

methods for testing business ideas

cultivation of self-management, personal commitment and discipline

development of strong marketing, sales, and financial planning skills.

Priced at \$15.00, *Going Indie: Self-Employment, Freelance and Temping Opportunities* is available at bookstores nationwide, or by calling 1-800-KAP-ITEM. Kaplan and Simon & Schuster publish a full line of titles on subjects including test preparation, admissions, academic enrichment, career and life skills.

Elster is an expert on the topic of small business ownership. She is the founder and president of The Business Strategy Seminar, an organization dedicated to providing ongoing resources and support to small business owners of all industries. Elster also serves as an adjunct professor at the Fashion Institute of Technology, Baruch College, and The New School.

Crowley privately counsels individuals who are self-employed, and runs support groups for small business owners at The Business Strategy Seminar. She provides coping strategies for the psychological and

emotional challenges faced by the self-employed. She has lectured on topics including goal-setting, self-management, entrepreneurial stress and small business decision-making.

About Kaplan, Inc.

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