



FOR IMMEDIATE RELEASE

**Choice Awareness has broken the code on self-help shelf life**

BELMONT, California (July 12, 2010) – Choice Awareness Management, an educational consulting firm, delivers a new “Beliefs” workshop that addresses the self-help industry’s long-term problem of having the effectiveness of their products/services expire within sixty days.

“Individuals aiming to improve their lives have invested hundreds if not thousands of dollars toward their education via books, seminar, etc., with little return realized from their investments,” said Bob Benninghofen, senior business coach and mentor, for Choice Awareness.

Choice Awareness delivers products and services that teach personal responsibility and accountability based upon improving individual choice. Their choice pyramid model guides people in building a sustaining reliance upon themselves, their family, intimate friends, colleagues, associates and other fortifying relationships they purposefully perpetuate. Choice Awareness methodologies purport to engage the individual in designing their own beliefs, choices and actions system to activate and fulfill their current and future goals.

The “Beliefs” workshop is a first-step introduction, which will have the individual unwrap a current working apparent belief to understand its details and affects. The primary outcome of the workshop has the individual designing one new practice belief they can implement, measure, adapt and use immediately. It is designed to bring beliefs present into active participation to affect their language, thinking, choices, and actions.

Workshops are delivered in Internet webinars and live-luncheon venues in the San Francisco and San Jose metropolitan areas beginning in July and August. Workshop schedules and reservations can be accomplished by visiting <http://choiceawareness.com>: select services and belief workshops.

Choice Awareness is a pioneer in innovative learning solutions for the individual, entrepreneur, business owner, corporate teams, and specialized groups. Their learning methods target and address the underlying foundations, which supports individual and team accomplishment.

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