PRESS RELEASE

FROM: Happen to Your Career – Moses Lake, WA <http://www.happentoyourcareer.com>

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**FOR IMMEDIATE RELEASE**

**HTYC (Happen to Your Career) seeks funds to help you do work you love.**

Scott Barlow has recently started a company helping people to transition to work that they love and he’s turning to the internet community at large to help him do it.

Barlow, a resident of Moses Lake, WA, is joining thousands of people all over the world who are turning to the internet to provide funding for their ventures.  Barlow is using the website [Indiegogo.com](http://indiegogo.com) as a means of “crowdsourcing” or “crowdfunding” his current project, a company he calls ‘Happen To Your Career”, or HTYC for short.

Barlow says that his goal is to “…provide the inspiration, tools and roadmaps to support you in making that journey to what you should be doing.” He says his vision for his company includes several digital products (including an eBook that is close to completion), live events, coaching, and a [podcast](http://youtu.be/0Hip02KOvn4) that is slated to begin production in the next few months.

**As a HR professional, Barlow says that 70-80% of people are looking to move to new jobs in the next 18 months.  He says he sees this as “…a massive red flag that there is a misalignment of strengths and talents with the work that people are doing.”**  And he hopes that Happen To Your Career will help to remedy that problem.

Enter Indiegogo.

“Indiegogo gives us a platform to get people involved with our Happen to Your Career Podcast.”  A podcast is like a radio show that is available on the internet to be listened to on demand.  **Barlow says he wants his podcast, the HTYC Cast, to be built by, and for, the listener.  That is why he is using an Indiegogo campaign.**  As people contribute they will be offered “perks” or certain offers related to the campaign.  Perks in these campaigns will typically include recognition on a company’s website, exclusive deals and products, merchandise etc.

Through an Indiegogo campaign, funds are raised by individuals contributing to the campaign.  According to Barlow, the average donation amount of the campaigns he’s looked at has been $25-50.

By contributing to the Happen To Your Career campaign, Barlow hopes to involve contributors by offering them advance copies of his upcoming eBook, giving them an opportunity to submit questions for the podcast and recommend guests for the podcast, as well as attend a launch party later this year to celebrate the launch of Happen To Your Career and the HTYC Cast.

**In talking to Barlow, it is clear to recognize his passion.  “HTYC is able to help people who want more out of their work and be really excited about what they do. This means higher productivity for organizations and a better quality of life for people making this change”, Barlow said.**

Barlow hopes that through this campaign he and his team will be able to move forward with several projects they have planned that will provide resources to people that are seeking to change jobs and move closer to work that aligns with what he calls their “signature strengths”—those strengths that are unique to the individual.

Barlow says that the campaign goes live on July 29, and will run for 45 days.

You can learn more about Scott Barlow, Happen To Your Career and his Indiegogo campaign by visiting his website, [www.HappenToYourCareer.com](http://www.happentoyourcareer.com).

For further information about HTYC and their campaign, please visit the following websites:

<http://www.happentoyourcareer.com>

<http://igg.me/at/HTYC/> (indiegogo campaign page)