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Elisabeth Yarrow Announces Hallmark Tour, Launches Women's Job Search Guide Book and Gift Line

AUSTIN, Texas – March 27, 2018 – [Elisabeth Yarrow](#), author, small business owner and dream believer, today announced an eight-city Amy's Hallmark Shop tour featuring her new book, "[Destination Dream Job: A Ladies' Guide to the Job Search](#)," and line of accompanying [gifts](#) intended to equip and inspire women to succeed in the quest for the job and life they want. At participating Amy's [Hallmark](#) Shops, the how-to guidebook and her new interactive job search journal will be available for purchase accompanied by inspirational themed gift sets: Go Girl, BFF and Graduate.

Drawing on two decades of professional and personal experience navigating career uncertainties, recessions and layoffs, and toxic bosses and environments, Yarrow sought to offer women practical workplace guidance centered around a travel theme. The result is an open, honest and humorous how-to book that serves as a voice of empowerment and camaraderie for women looking to land their dream job.

"Destination Dream Job" encourages readers to think about their job search as a journey with their dream job as the destination. Through the course of the book, readers design a "map" to help determine the job and salary they want to achieve, build a "dream team" to enlist at every step and turn, and create a "packing list" for interviews, including tips for the right interview outfit, powerful questions and answers, and a thoughtful salary negotiation script.

Where the book provides instruction to help women act on their dream job, the gifts are the visual, daily reminders Yarrow wants readers to see in their apartments, dorm rooms, and cubicles, for example, as a reminder and an inspiration to dream big, plan bigger and make it happen. Yarrow brings both the chapters of "Destination Dream Job" and gifts to life with fashion and iconic Chicago architecture illustrations by French designer [Morgane Bezu](#).

"Elisabeth Yarrow's mission of helping women succeed, be empowered and take care of themselves and others compliments our own mission in the Dallas area," said Cliff Sallee, Dallas/Fort Worth district manager, Hallmark.

"At Hallmark we believe our mission is to help change the world one moment, one celebration, one relationship at a time through our ideas, inspiration and actions," said Lisamarie Soper, New York Metro district manager, Hallmark. "Elisabeth will help inspire women to dream big in the Big Apple."

Amy's Hallmark Shop Book and Gift Tour

- Round Rock, Texas – March 31
La Frontera, 2701 Parker Rd 200A
11 a.m. – 4 p.m.
- San Antonio, Texas – April 7
Alamo Quarry Market, 255 E Basse Rd #140
11 a.m. – 4 p.m.
- Plano, Texas – April 8
3305 Dallas Parkway, Suite #365
11 a.m. – 3 p.m.

- San Antonio – April 15
5347 West Loop 1604 North, Suite 125
11 a.m. – 3 p.m.
- San Jose, California – April 20
110 El Paseo de Saratoga
11 a.m. – 4 p.m.
- Pleasanton, California – April 21
1795 Santa Rita Road
11 a.m. – 4 p.m.
- Pleasant Hill, California – April 22
20 Crescent Drive
11 a.m. – 3 p.m.
- New York – April 27
7 Hanover Square
12 – 4 p.m.

In addition to the Hallmark tour, Yarrow’s book and gift items can be purchased at one of the following wholesalers or upcoming [events](#):

- Jane.com – March and April
- Knoxville [Art Walk](#) at Coolato Gelato – April 6
- West Elm Austin Pop-Up Shop – April 14
- [Etsy](#)

Additional Resources

- YouTube: [Elisabeth Yarrow](#)
- Book Excerpt: [“Destination Dream Job: A Ladies’ Guide to the Job Search”](#)
- [Gifts](#)

Connect with Elisabeth Yarrow

- Facebook: [Elisabeth Yarrow](#)
- Instagram: [elisabethyarrow](#)
- Twitter: [@elisabethyarrow](#)

About Elisabeth Yarrow

After 20 years of surviving and thriving as a woman in the workplace, Yarrow fine-tuned her ability to navigate the job search. She learned from managers and directors, life coaches, recruiters, and interview coaches who taught her exactly how to win. Eager and teachable, Yarrow successfully put the guidance she learned into practice first by mentoring younger women one-on-one, to now outlining her knowledge in her books and providing visual inspiration through illustration. Her vision is to empower women to believe in their dreams and to achieve what sometimes feels impossible.

Yarrow earned her Bachelor of Arts in English from the University of Tennessee at Knoxville. She is an author, small business owner, a woman in technology, a marketer, an individualist and an idea machine. She lives in Austin, Texas.

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