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New test matches potential entrepreneurs with businesses that best fit their personality

PORTLAND, Ore., January 31 - Using new research linking personality to entrepreneurial success, one of the nation's top career choice experts, Dr. Lawrence K. Jones, and author of the popular Career Key™ test, launches the Self-Employment Key™ test at www.self-employmentkey.org. This unique test tells people not only whether their personality fits self employment but also what type of business best fits their personality.

“With our society's increasing interest in work/life balance, self-employment has become much more attractive,” Dr. Jones observes, “and before taking the financial and emotional leap of starting a business, people want to know whether being their own boss will fit their personality. For many years, research has shown matching one's personality with careers leads to job satisfaction, but only recently has research established a link between personality and successful entrepreneurship. And the Self-Employment Key™ measures this link.”

Dr. Jones is the first to combine two of the best known and most widely researched personality theories in one test for self-employment and entrepreneurship: the “Big 5” factor theory and John Holland's theory of career choice. While there are many tests and quizzes, particularly on the internet, that offer to help people decide whether self-employment is right for them, none is based on these scientific personality theories. Dr. Jones recommends, “People choosing a career, including self-employment, should use scientifically based tools to help them make a good decision.”

According to Holland's theory, you are most likely to be successful and satisfied in a career if your

personality is like the personalities of the people who work in it. In other words, whatever career choice you are making – starting a business, choosing a career path, selecting a training program, professional school or college major -- you are best off to choose one that matches your personality. In addition to Holland's well-established findings, recent research in the *Journal of Applied Psychology* shows that two factors of the “Big 5” are related to success as an entrepreneur: conscientiousness and openness to experience. The Self-Employment Key™ measures users' six Holland personality types, the two relevant “Big 5” factors, and then shows users occupations and businesses containing ten percent or more self-employed, about which they are given accurate, comprehensive information.

The Career Key™ is one of the top international internet sources for professional help in making career choices, offering several of the few scientifically valid career tests on the internet and high-quality self-help articles. In 1997, Dr. Jones founded The Career Key™ as a public-service designed to make high-quality career guidance tools available and affordable to all. Thousands of people now take The Career Key™ test each day, many through license agreements with CareerBuilder.com, Peterson's, and The Princeton Review, among others. More information about The Career Key and The Self-Employment Key is available on the Internet at www.careerkey.org and www.self-employmentkey.org.

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If you'd like more information about this topic, or to schedule an interview with Dr. Lawrence K. Jones or Juliet Jones, Vice President of Career Key, Inc., please call Juliet via the above contact information.