

Dimond delivers

Image maker crafts client message

From hot sauce to haute couture, Soni Dimond has worked with a wide-ranging wealth of clients and products.

“And they all want on Oprah!” she said with a laugh. Then she added with a grin, “And some of them do get their wish!”

Dimond is a masterful image-maker, a product-placement expert, an author and a nationally-recognized keynote speaker — and she does it all with style and panache.

“I love what I do. I’ve experienced life on both sides of the microphone,” she explained. “I’ve been a news anchor, talk show host and even a ‘weather girl’. I’ve experienced all aspects of a newsroom, but I’ve also been on the other side of the aisle as a PR person for major clientele.”

Dimond, whose forte is national media and communication, said that many clients come to her wondering why they or their products don’t get much ‘ink’ when others do and reap the accompanying rewards.

“When I take on a client who is looking for national exposure, I constantly monitor a huge range of media opportunities so that I can find the placement that is perfect for them,” she said. “One of my fun ‘foody’ clients produced a very spicy habanera sauce. I thought, ‘Who eats a lot of hot sauce? Men!’ Their sauces fit perfectly on a product page in Playboy and that did very well for them.”

Talking points

But this constantly on-the-go dynamo’s business acumen is not limited to product placement and personal public relations. Known for her humor, intensity and quick wit, Dimond is a motivational superstar at sales kick-offs, conventions and corporate meetings.

“Communication in its many forms is my expertise. I wrote speeches for other people for years. Then, I realized I could deliver them just as well, if not better, myself,” she said. “Writing speeches turned into writing books, with Life’s a Pitch® spawning Son of a Pitch.™”



Soni Dimond

Bringing out the best in her clients or their company and putting them ahead of their competition is Dimond’s primary goal.

When asked to describe one of her most memorable clients, Dimond bursts into laughter and recalls the time she was head ‘wangler’ for a theme park mascot.

“Not too long ago, I assisted a seven-foot-tall chipmunk with a fan on its head around 30 Rock in New York at the Today Show,” she recalls. “Now, that was humbling...but yes, it was fun! I never know what I’m going to be doing next.”

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