

SONI DIMOND MEDIA

A SPARKLING COMBINATION OF COMMUNICATION, COMPASSION AND CHUTZPAH!

When Soni Dimond enters the room, she truly sparkles, as well as everyone and everything around her. And it's not just because of her last name. The exuberant author, nationally recognized keynote speaker, news placement authority, publicist, and communications specialist is quick, witty, and effervescent. Her eclectic mix of communication, compassion, and chutzpah are the cornerstones that have built Soni Dimond Media (SDM) into the successful company it is today- and why she has been making so many clients "shine" for the past two decades.

Listed among Pennsylvania's Best 50 Women in Business, and currently serving as a Judge for this competition, Soni blends her public speaking expertise with more than 25 years of global media relations experience and communication training. Since 1999, when she launched SDM, Soni has been enjoying the unique and challenging business of communications. What intrigues her most is sharpening her clients' own strengths to improve their public image and speaking skills. "I absolutely adore seeing the starlight go on when clients recognize their individual strength and style. Together, we shine a light on their "dynamic differentiation." When a client realizes what makes them dynamic, unique, new, or exciting, they are ready to strive for prime time."

What separates SDM from the rest? "Strategic Self Promotion. It's the key to success for people, companies, and organizations. I help others communicate with passion about their achievements. As a Speaker/Publicist/Coach, I offer a Trifecta of services. As a speaker, I motivate. As a publicist, I get the word out. As a coach, I often combine strategic publicity with finesse and panache. It takes a certain self-confidence to make my clients and their company or cause stand above the rest. If you have no passion for your work, who else will?"

A Central-PA based company, with multiple locations on both the east and west coasts, SDM has grown exponentially thanks to its solid and loyal client list, which includes such high-profile personalities as Brad Rutter, all-time game show champion, and the biggest multi-million dollar winner in Jeopardy!'s history. "Brad is an exceptionally intelligent, telegenic 28-year-old multimillionaire TV game show record-breaker from Central PA. His career is skyrocketing and I am honored to have been serving on his team. As Brad's "rep" or publicist, I am extremely pleased to participate in his positive media positioning nationally, globally, with a focus on LA (where he now resides). Brad is a shining example of what we're accomplishing in my firm, through its SDM West expansion."

Soni's interview skills are the result of her professional history with the media and public relations, beginning with on-air experience as a television news reporter and weekend anchor at WHTM-TV in Harrisburg, followed by news reporter and morning anchor at WGAL-TV in Lancaster. Her skills have been utilized by Governors, CEO's, leaders of Global Industries and Fortune 100 Companies and National Labor Leaders who must meet the media skillfully and well-prepared. Among her numerous national appearances, Soni has been interviewed on ABC's World News This Morning. Her clients make appearances on network programming such as Oprah, NBC's Today Show as well as radio programs and newspapers across the United States.

Soni recently published her first book, "LIFE'S A PITCH®. Written in true Soni style, it is an uproariously funny yet informative guide to self-promotion. "Far too many amazing and talented people underestimate their worth in this world. In LIFE'S A PITCH!®, we review superstar skills for success from Hosting to Toasting from News to Schmooze." Next in the production pipeline is Soni's second book, and no surprise for its title, Son of A Pitch!™ These gems are in addition to Soni's CD series, titled, Confidence Quickies™ "From your talent stockroom to the media showroom, I assist each individual I coach to be aware...be sincere...be your best®."

Whether you're a large company, a non-profit organization or an individual... Anyone can be a star. Soni has earned a stellar reputation throughout the communications industry for bringing true talent to the forefront. So shine on!



All -Time Jeopardy! Champ Brad Rutter with his publicist, Soni Dimond.

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