

# The Personal Pep Rally

Ring in the New Year with a new attitude

It's time to think like a rookie!

"It's game time! Each New Year provides a new opportunity to think like a rookie," says communications coach and media relations specialist Soni Dimond.

You can be a fearless beginner, personally or professionally. Perhaps you're a new parent, or you've moved to a new city, changed jobs or started your own business. "Whatever your new role, the unknown can be exciting, intimidating, or both. Don't doubt your abilities. You must believe you can compete in the big leagues, and even become a record-breaker," says Dimond. "What breakthrough do you want to make this year?"

## Take a swing at it!

Since 1999, when Dimond began her own communications and media training business, Soni Dimond Media, she had been writing a book—in her head. She knew that the tools she provided to her clients during coaching sessions would make a helpful, entertaining read. She also had authored several magazine articles on presenting oneself at his or her best in business and social situations.

In March 2004, she decided to take a swing at writing and publishing her own guidebook. "Instead of focusing on the obstacles facing me, such as expenses, time and legal issues, I discovered ways to make it happen," says Dimond. "I started thinking in a fearless fashion."

## Cover all your bases

She knew her subject matter and could visualize her published book. But she needed to put together a team of people whose talents would compliment hers to accomplish the task. "Surrounding myself with their positive energy propelled the process," she notes.

"Running the bases takes knowing your strengths and measuring risks. Even if you're called out while attempting to steal a base, you can try again when the time is right," says Dimond. "You can't let a past failure keep you sidelined."



Soni Dimond, Principal

Publishing her book required scaling more hurdles than Dimond had anticipated. Yet, in October 2004, "Life's A Pitch!" from Hosting to Toasting, from News to Schmooze" was completed. She is now winding up to "pitch" her next book, "Life's A Pitch! for Rookies!"

## The home stretch

In business, as in life, there's nothing like crossing home plate with the crowd cheering you on. "Picture yourself in the rookie's cleats (or your own pumps!). Set your goal. Work each day toward achieving it. Face challenges head-on. Believe you can succeed. Surround yourself with raving fans," advises Dimond. "You just may hit one out of the park." ■

## For More Information

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