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DO-OVER! AUTHOR TELLS HER OWN REINVENTION STORY **Life Coach Ann Daly PhD Quits Tenure, Cites Mother's Legacy**

AUSTIN, TEXAS -- "As I look back over my 50 years, I can see how I've always been eager to call for a 'Do-Over!'" says Ann Daly PhD, a journalist-turned-women's-studies-professor-turned-life-coach. "And I'm not alone. Women are reinventing themselves with a frequency and intensity that could hardly be imagined by our mothers' generation."

Dr. Daly is author of *Do-Over! How Women Are Reinventing Their Lives*, a new audiobook scheduled for release in February 2010.

"People ask me how I could possibly give up a tenured university position, but it had become more of a job prison than job security. I wanted to use my women's studies research to help women more directly, as a life coach."

Do-Over! is part memoir, part self-help, and part girl talk. It features 13 personal essays about all kinds of women who are reaching for something more. You'll hear about the rocket-scientist-turned-entrepreneur, the restless retiree, and the author's own mom.

"My mother never made it out of the 1950s," says Dr. Daly. "She hadn't been equipped to reinvent herself. But she made sure that I was. I intend to keep on reinventing myself as many times as the ambition arises. That's my legacy from my mother, the hausfrau."

Go to <http://www.anndaly.com/do-over.html> to listen to sample tracks.

Do-Over! includes a series of four free companion workbooks to help readers, wherever they are in life, create their own personalized reinvention roadmaps: Motherhood, Career, Transition, and Prime Time.

Do-Over! How Women Are Reinventing Their Lives

by Ann Daly PhD

audiobook (70 minutes) with 4 companion workbooks (downloadable online)

ISBN 978-0-9797295-2-2

Running time: approx. 70 min.

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\$16.95

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ANN DALY PhD empowers women to get clear about what they want and how to get it. Before reinventing herself as a life coach, she was a journalist and then a women's studies professor. She is the "Transitions" coaching columnist for *Your Austin* magazine and author of *Clarity: How to Accomplish What Matters Most and A Year of Clarity: The Monthly Guide for Women*. She has been featured on Oprah & Friends' "Peter Walsh Show" and in the *Austin American-Statesman*. Visit the *Do-Over!* web page at: <http://www.anndaly.com/do-over.html>

To request a review copy or schedule an interview, contact Ann Daly at: media@anndaly.com or 512/454-0531.

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