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Women's Reinvention: Top 3 Mistakes
Author Ann Daly PhD Offers "Do-Over!" Advice

AUSTIN, TX -- "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.

"But women make three common mistakes," Dr. Daly says, urging her readers to avoid these pitfalls:

1. Confused Purpose

These days, it's common to read or hear about a heroic woman who has quit her job to start a non-profit and save the world. That's certainly admirable, but it's not for everyone. Don't insist on finding a grand purpose that isn't yours, just because you think you "should." Make it authentic. Purpose isn't just about doing something. It's also about being someone.

2. Insufficient Passion

Similarly, you've got to find what's really yours to love, even if the rest of the world doesn't value it. No one gave a hoot about French cooking in America before Julia Child decided to share her passion for it. A Do-Over! challenges us to the core, so you need to have passion in abundance to get through the rough patches.

3. Poor Planning

You can't wing a Do-Over! Big or small, it needs to be thought-through ahead of time. Not only do you need to consider the pragmatics of change, but you also need to consider how you will handle the push-back you're likely to get from your family, friends, or co-workers.

Do-Over! How Women Are Reinventing Their Lives 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.

Before reinventing herself as a life coach and consultant, ANN DALY PhD (www.anndaly.com) was a journalist and then a women's studies professor. She is a guest columnist at more.com and "Transitions" coaching columnist for *Your Austin* magazine. She has been featured on Oprah & Friends' "Peter Walsh Show" and in the *Austin American-Statesman*.

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

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