

A New Chapter

Who do you want to be? Dr Nicola Bunting helps you embrace change and live your dream life.

Did you wake up this morning feeling confident and happy about where your life's heading or did you feel tired and apprehensive?

Sometimes the plans you've made for your life, career or relationships can suddenly need dramatic adjustment. Indeed, like medicine, change can do you good but taste bad. The agony of resisting change, however, is far worse. But breaking routine, taking chances and chasing your ideal life isn't always easy. "Change is scary and trying to live your dreams is scary too," confirms personal and executive coach Dr Nicola Bunting. "What if you fail? What if it brings you up against challenges that might feel too hard? I think you need real clarity of vision, dedicated commitment, a structured plan and strategy and support to navigate change successfully and live your dreams."

According to the expert, fear has to be conquered, time taken to consider your options and panic avoided to get on the right path.

"People can miss the very real opportunity to turn the change into something wonderful by not taking the time to understand what they really, truly want and how they will get there," continues Nicola. "For example - if you lose your job in the city, rather than taking time to clarify what your ideal career is, you jump at whatever job opportunity is offered to you next as a quick, easy solution, even if you've been unhappy in your last job."

That's why Nicola has developed a holistic and practical step-by-step guide to get you through any kind of major change in your life in her new book - *Who Do You Want To Be?*

Incorporating successful strategies from years of experience working with high-profile clients and companies such as Chanel, Proctor & Gamble and Whitbread, her aim is to help people visualise the lives that they want. Here are the highlights:



Model wears outfit from Debenhams

1. Make sure you have some fun and are inspired every day.

Make a list of several things you can do each week (that will lift your spirits and enhance your life). Everything from visiting a painting you love, to writing poetry, to doing a Zumba class. Try laughing with a friend, reading an inspiring book or creating a 'happy' dvd. The list is personal to you and endless.

2. Plan ahead. Create a clear vision of where you want your life and work to be in 10 years time, five years time, next year and so forth.

3. What do you need to do each year/month/week/day to create your vision? If you take baby steps, you will gradually increase the momentum and feel more and more inspired. The daily drudgery will decrease.

4. At the end of every day, reflect on what you enjoyed and what you're grateful for and what you did well. This exercise if done regularly will orient you more towards happiness and satisfaction and help you enjoy each day more

5. Celebrate every little achievement, every little step. Take time to recognize and enjoy your successes

How To... Attract Media Coverage



Image from Microsoft

Positive media coverage can enhance the reputation of your business, build its credibility and win new customers. You can do this by identifying news or feature worthy stories within your organisation and issuing an effective press release to target publications, websites and broadcasters.

- Start the process by brainstorming ideas that may interest journalists and researchers. Are you about to launch a new product or service? Are you expanding and creating new jobs? Have you made any kind of breakthrough that separates you from your competitors?

- Identify the most interesting, unusual, unexpected or different story from your list.
- Now consider who would want to know about this story? Build a profile of your ideal reader and consider what publications, websites and programmes they're likely to read, hear or watch. Compile a list and find who to contact by looking at their brochures, websites or even the media outlet itself.
- Send them a press release or story with an attention grabbing title. Keep copy short and snappy. Make sure you've covered: WHO the story's about. WHAT is happening. WHEN and WHERE it's taking place. WHY it's being done. If you can - add photographs, videos and quotes - and never forget to tell the journalist or researcher how to get in touch with you
- For more free PR and marketing tips go to www.culturepr.co.uk