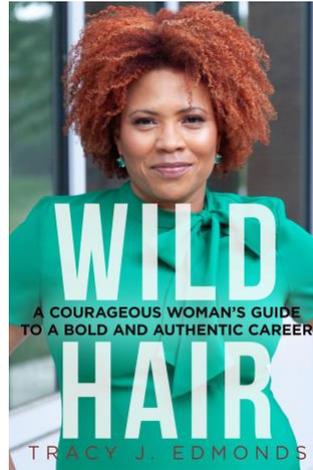




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Press Release



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Fuel Your Passion and Find Your Purpose by Living and Working Authentically, Author Urges Women in New Book

Wild Hair documents Tracy J. Edmonds' journey from a confining corner office to a liberating cubicle and her dream career, a path she equips others to follow

Professional success is ultimately unfulfilling if it's not accompanied by personal authenticity, especially if you've dialed down the true you due to concerns about others' perceptions, author Tracy J. Edmonds declares in her new book *Wild Hair: A Courageous Woman's Guide to a Bold and Authentic Career*.

When you dismiss your authentic voice – your truth -- you step further away from who you were meant to be and from creating a career you love, Edmonds stresses. That deprives you, your loved ones, and your employer of the complete gifts and talents only you can uniquely offer.

Edmonds' counsel to readers is born of experience: After nearly two decades as a senior leader at Anthem, a Fortune 30 company, she shifted to a less high-profile position that allowed her to pursue career goals more in line with her passions and values. Figuratively and literally, she was finally able to let down her wild hair.

"I swapped the corner office for a cubicle because I realized I was spending too much time and energy trying to be someone I wasn't and doing something I was not meant to do," she explains. "I had allowed promotions and others' definition of success to take me on a career journey I never really owned.

“So I rewrote my narrative and pursued the life and career that was uniquely me.”

Edmonds equips readers to make similar journeys of their own, aiming *Wild Hair* at inquisitive, ambitious, and hard-working women who feel unfulfilled, frustrated, and unsatisfied because of unrealized career goals and dreams. Among the insights she shares:

- What authentic leadership really looks like
- How to align your authentic values with your career
- The power and practical benefits of respecting yourself first
- The critical importance of finding your followers
- How to reframe disempowering changes to create career opportunities

Edmonds believes so profoundly in the freeing power of pursuing “wild hair” moments that she has done it again: leaving Anthem to embrace her true calling to help other women by starting her own business, TJE Coaching and Consulting, where she mentors women on how to build their leadership, spark their authenticity, and own their boldness to create lives and careers they love.

“I’m in the butterfly business,” she says. “My mission is to inspire, affirm, and strengthen women to burst out of their cocoons and unleash their true greatness. That’s the fuel for changing lives – starting with your own.”

For a review copy of the book, and to interview Edmonds, contact Gary Schneeberger at gary@WeRoar.LA or 818-309-8580.

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