

FOR IMMEDIATE RELEASE

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Scottsdale Entrepreneur Writes 3 Books about "Multi-Passionate Professionals"

Kick-Off Book Signing Event May 7 at Talking Stick Golf Club

SCOTTSDALE, AZ - Scottsdale entrepreneur Gilat Ben-Dor wears many hats: speaker, coach, consultant, and even wine sommelier - among her varied businesses, she owns a successful wine academy. And now, Ben-Dor can add "three-time author" to the list.

With the recent launch of her professional development business, GUSTO POWER™, Ben-Dor has penned and released three new books around the theme of celebrating (and managing) multiple passions.

"Society has programmed people to feel unfocused if they do not want to specialize in just one area," says Ben-Dor. "GUSTO POWER and my new books celebrate the gift of having many different passions and a range of talents to match. I call these creative individuals Multi-Passionate Professionals, and they are the lifeblood of this new economy."

Ben-Dor's books offer tactics, strategies, and inspiration for those seeking to manage their colorful spectrum of interests. Her three new books include the following:

[*The Confetti Path: 101 Ways to Celebrate Your Passions and Inspire Creativity*](#), a portable book of tips, quotes, and activities;

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[The Rainbow Blueprint: An Action Journal for Those with Many Passions](#), a robust book filled with a year's worth of passion-balancing exercises;

and [The GUSTO POWER™ Workbook: Tactics and Strategies for the Multi-Passionate Professional](#), a detailed workbook containing solutions for both internal and external conundrums.

Paired with a lively 3 pm presentation, “Celebrate Your Spectrum™,” Gilat Ben-Dor will be signing her new books on Saturday, May 7, from 2-5 pm in the Teaching Room at the Talking Stick Golf Club (not the Casino & Resort of the same name), 9998 E. Indian Bend Road, Scottsdale, AZ 85256. This event is free and open to the public. Books will be available for purchase, and light refreshments will be served.

Ben-Dor's books are scheduled to hit Amazon.com and other traditional book outlets in late spring, and are currently available for purchase online at <http://GustoPower.com>, under the "Shop" button. (The direct link is http://gustopower.com/?page_id=340)

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EDITORS

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ABOUT GILAT BEN-DOR

Gilat Ben-Dor is an author, speaker, consultant, and a "Multi-Passionate Professional" who enjoys combining creativity and commerce. She has founded multiple successful businesses including a professional development firm, a wine academy, an independent publishing company and an online art business. She holds an MBA in Global Management, two international wine awards, and lives in Scottsdale, Arizona. Visit GustoPower.com and GilatMedia.com to learn more.