

## DiPietro walks the talk with new book

Had **John DiPietro** chosen a different career path than marketing and public relations, he would have made a superb television evangelist, radio talk-show host, tour guide or male cheerleader.

As it is, DiPietro is not only the owner of Advanced Business Concepts/DiPietro (ABC/D) of Holden, he is the charming, garrulous and funny chief greeter for the Worcester Regional Chamber of Commerce's Breakfast Club and an author and speaker who is increasingly in demand at various events around the country. He is also in charge of the Chamber's upcoming annual Business Expo, which he describes as "a great honor," and is promising "something big" on that front.

With the issuance of his book "You Don't Have to be Perfect to be Great!/Lessons from Superstars on How to Build the Life of Your Dreams," written in collaboration with Warren Jamison, DiPietro lays out his philosophy on what it takes to be successful in life and in commerce.

DiPietro is living proof that it can happen. His career in media has included stints in TV, cable, radio and newspapers. A little less than ten years ago, on his forty-seventh birthday, emboldened by a determination to break away from the rat-race of the corporate world and to start his own company, he gave notice.

"I knew eleven months before that what I was going to do," he said over lunch at the Gold Star Restaurant on West Boylston Street a few weeks ago. "I told my wife (Maribeth DiPietro), 'you can have a dead husband, or be poor for a while.'" She is the first person he thanks in a preface to his book entitled "I couldn't have done this without you." He says



A copy of John DiPietro's book "You Don't Have to be Perfect to be Great!" sits on the counter at Gold Star Restaurant on West Boylston Street as he visits with employees Deb Tetreault and Arthur Migos.

in the preface, "Maribeth gave me the chance to go out and find the dream and run toward it with few restrictions."

Where this path has taken him is fully apparent within the pages of "You Don't Have to be Perfect." Now, he roams hither and yon from Boston to Miami and other points here and there, addressing trade associations and industrial gatherings; he regularly rubs elbows with such well-known names as Kenny Rogers; he works with performers like The Beach Boys; he is friends with Pat Williams of the Orlando Magic and can call Williams whenever he wants and get through to him.

DiPietro's book consists of seventeen chapters with such headings as "Be Persistent," "Be Consistent," "Ignore the Critics," "Be Enthusiastic," "Visualize Your Success," "Reset Your Goals When You Reach the Top"

and "Family First, Business Second." All of the chapters begin with a quotation. The chapter "Following the Heroes" starts with this statement, attributed to Andrew Bernstein, "A hero has faced it all: he need not be undefeated, but he must be undaunted." The chapter "Respect Everyone Who Works With You" follows a comment from Albert Einstein that reads, "Anyone who has never made a mistake has never tried anything new." There is even a quote from DiPietro himself to launch the chapter "Changing the Flight Plan," in which he says, "If you don't like where you are going, you certainly won't like where you end up."

Ebullient, energetic and disarmingly positive-minded, DiPietro says he developed a "self-employed attitude" by observing the area's most famous entrepreneur. "I learned that from 'Spag,' Borghetti" he said. "'Spag' wore this button that said, 'people like to buy from people who like to sell. He'd

pick up a piece of paper lying in the parking lot. I asked him about that and he said, 'if my people see me pass up a little piece of paper, they'll let the big stuff go by.'

DiPietro's infectious vitality, warmth and optimism is not lost on his acquaintances within the business community. **Dick Kennedy**, president of the Worcester Regional Chamber of Commerce and a pretty upbeat person himself, says DiPietro has proven to be an asset to the organization. Kennedy and others who've seen DiPietro in action at a Chamber breakfast know he loves to make people smile. As DiPietro says, "you've got to start the day with a laugh."

"John has a great sense of humor and he's done a terrific job at our breakfasts," Kennedy told BUZZ. "We love his creativity and his marketing savvy. He thinks outside the box. He has a lot of imagination and is very enthusiastic. He takes advantage of the opportunity to

go places and then brings good ideas back with him."

DiPietro imparts many nuggets of wisdom, derived from personal experience, in his book. He tells how his never-say-die attitude when he was working in radio sales finally won over Cal Gould, chairman of Wonder Market Companies—a major food retailer. For three years, virtually every six weeks, DiPietro relates, he was told the firm was not interested. Six months after they at last purchased air time, Gould confided to DiPietro that it was DiPietro's enthusiasm that set him apart from hundreds of other salespeople who'd made calls on them. "When you present with enthusiasm, you stand out from the crowd!" Gould said.

"Visualize your success" is another suggestion from DiPietro. He uses Jim Carrey as one example. Booped off the stage at an impersonators show for performing his own material, Carrey was crushed. But as he eventually emerged from a depressive state, he imagined that someone was going to give him a million dollars to sign a movie contract. "Carrey even went so far as to write that check to himself from his own checking account which had nothing more than change and cobwebs in it," DiPietro writes. He even had the nerve to put a date on the check! DiPietro says. Carrey resumed telling his own jokes, people started to "take notice" and mere days before the date on "the worthless check," he received a one-million dollar advance from a film company for his first movie. "Visualizations have a way of turning fantasy into reality," DiPietro says.



BY ROD LEE

In his chapter "Always Aim for the Top," DiPietro tells how Olympic heptathlon gold-medal winner Jackie Joyner-Kersey overcame not only being born into poverty in a low-income area of East St. Louis where she lived in a house made of "paper and sticks" but also a serious medical condition to become Sports Illustrated's "Female Athlete of the 20th Century." DiPietro talks about talking younger daughter Christine to a clinic at which Joyner-Kersey told her audience to "shoot for the stars." Her advice to her listeners was, "why settle for coming in second when first place is within reach?"

DiPietro has put the lessons he's learned at St. John's Prep, Assumption and in the working world into practice. The vocation he decided to pursue has "opened a lot of doors for me, and opened my eyes too," he says.

As for his go-go-go personality and driving ambition to succeed, he says, in another pure DiPietroism, "I'd rather wear out than rust out!"

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