

HEARTSPOKEN:

HOW TO WRITE NOTES THAT CONNECT, COMFORT, ENCOURAGE,
AND INSPIRE

BY ELIZABETH H. COTTRELL

DESCRIPTION

In the hands of author Elizabeth H. Cottrell, the handwritten note is set free from old-fashioned irrelevance to become a superpower tool for connecting with others. *Heartspoken: How to Write Notes that Connect, Comfort, Encourage, and Inspire* will guide you to uncovering your own unique note-writing voice and give you the confidence to use it. Consider the flipping of a light switch. You can't see the electricity. You may not even understand how it works. But when power starts flowing through the open wire, it is nothing short of miraculous. She will show you how to find and flip that switch in your own note writing. Grasp this beautiful process, and your writing will become alive, meaningful, and impactful in ways you never thought possible.

KEY SELLING POINTS

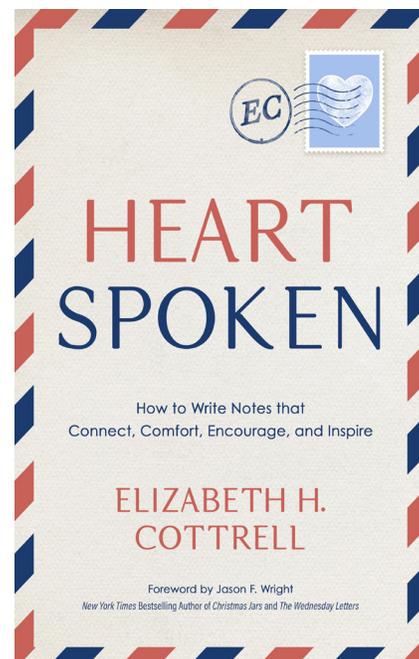
- The timing of this book is perfect to address what the pandemic has revealed to us: that connection with others is essential to our happiness and well-being, and the personal note is an effective and powerful connection tool.
- No book on the topic of note writing has been published in over ten years, and those most similar to mine are far older.
- My "Secret N.O.T.E.S. Formula" is a distinguishing feature that helps the reader craft their own notes in their own voice.
- The book and its appendices are rich with stories, examples, checklists, resources, and links for deeper exploration.

AUDIENCE

- Adult men and women who already appreciate the value of written notes and letters and wish to improve their skill and confidence.
- Graduation gift buyers who are looking for the perfect gift to equip a young high school or college graduate for the career-building tasks of networking and building relationships.
- Pen, paper and stationery lovers, etc. who are an entire subculture of enthusiasts. Clairefontaine, Strathmore, Crane, Midori, Arzberger Stationers, and Tomoe River are among the companies that cater to this audience.
- Companies with robust catalog and online businesses like Fahrney's, Pen Boutique, The Fountain Pen Hospital, Goulet Pen Company
- Executives and sales managers as well as fundraising professionals. Networking is a crucial skill for those who aspire to executive-level corporate positions and those in sales. This book will help executive coaches and human resource trainers better equip their sales teams with a connection tool that will help them stand out from the crowd.

MARKETING

- The author has a website blog called Heartspoken.com to promote her book and the brand name
- The author will promote her book utilizing his established social media platforms including Facebook, LinkedIn, Instagram; Twitter, Pinterest, and her author site.
 - LinkedIn: [linkedin.com/in/elizabethcottrell](https://www.linkedin.com/in/elizabethcottrell)
 - Author's personal Facebook profile: www.facebook.com/ElizabethCottrell, Author Facebook page: www.facebook.com/HeartspokenLife
 - Facebook Group author started and administers: "The Art of the Heartspoken Note" (<https://facebook.com/groups/heartspokennotes>)



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Communication & Social Skills

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- Twitter: <https://twitter.com/heartspokenlife>
- Pinterest: <https://pinterest.com/heartspokenlife>
- Instagram: <https://www.instagram.com/heartspokenlife/>
- The author's newsletter Compass Points has over 900 subscribers
- The author's Gmail contact list is several hundred people
- The author belongs to two online networking groups: "Marketing Trailblazers" led by online visibility expert Denise Wakeman and "Your Platform Matters" led by writing coach Anne Kroeker.
- The author created a landing page for her followers to sign up to be notified about publishing updates: <https://heartspoken.com/heartspoken-book>
- The author launched a free 5-day "Holiday Card & Note Writing Challenge" in November 2021 to continue establishing herself as an authority in note writing and the registrants of this challenge were given the chance to sign up for book notifications.
- The author will reach out to bloggers, influencers, forums, and industry experts to promote her book to their audience.
- The author would also seek out speaking engagements and opportunities to be a podcast guest (e.g. registering for Podmatch.com) or webinar participant (they were a guest recently on Taryn Nergaard's Soul Care Summit talking about personal note writing).
- The author was a speaker this month at her Chamber of Commerce's Women's Leadership Symposium (<http://www.shenandoahcountychamber.com/WLS>)

AUTHOR BIO



Elizabeth's circuitous career has taken her from published leprosy researcher to stay-at-home mother, to community activist and leader serving on nonprofit and corporate boards, to ham radio operator, to freelance writer/editor and blogger at Heartspoken.com. Above all, she is a connector and encourager whose expertise and passion for note writing is coming at just the right time to a world made keenly aware by pandemic that we humans are hardwired for connection. What better way to connect when we're forced to stay apart physically? Elizabeth is the right person at the right time to help readers find their own heartspoken voice and learn to harness this powerful tool for nurturing their most precious relationships.