



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Summer Book Launch: Heartspoken Words to Forge and Strengthen Essential Connections

HEARTSPOKEN: How to Write Notes that Connect, Comfort, Encourage, and Inspire by Elizabeth H. Cottrell and published by Koehler Books, was officially launched on July 15, 2022. Far more than just a “how to” book, Heartspoken is the tool readers need to inspire and equip them to find their own voice and confidence for turning pen and paper into a powerful connection tool—a tool that can be used to forge and strengthen both personal and professional relationships.

From the publisher: “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.” You will learn the secret NOTES formula, and “once you grasp that simple and beautiful process, your note writing will become alive, meaningful, and impactful in ways you never thought possible.”

The book includes a moving Foreword by *New York Times* best-selling author Jason F. Wright (jasonfwright.com): “What you have in your hand is far more than another book on the proper way to write a note or letter. It is written with care and commitment to build your confidence and teach you to find your own ‘voice.’ It offers you the inspiration and encouragement to know—deep in your soul—exactly the right thing to say at the right time.” The book has a special section to help those who want to include note writing in their professional skillset. It includes a contribution by Lydia Ramsey, Business Etiquette and Modern Manners Expert (lydiaramsey.com).

Early praise from industry leaders and the literary world was enthusiastic (see “Early Endorsements” below for a sampling).

About the Author:

Elizabeth H. Cottrell’s 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 life-long passion for note writing are coming at just the right time to a world made keenly aware of our need for connection when the pandemic threatened to take it away.

For More Information:

HEARTSOKEN: How to Write Notes that Connect, Comfort, Encourage, and Inspire, is available from Amazon and other online booksellers. Find a detailed book description, the Table of Contents, and the first chapter at <https://heartspoken.com/book> or use Amazon's "Look Inside" feature. Contact the author through her website: <https://heartspoken.com/contact>. Book Tip Sheet, author and cover graphics and resources available at <https://heartspoken.com/media-press-kit>.

Early Endorsements for *Heartspoken*

"Elizabeth Cottrell and I share a belief in the power of a piece of mail to connect, comfort, encourage, and inspire—to create and strengthen that which is most important: human relationships. I recommend reading her book on how, when, and why to send a personal note, to help you harness this power. Most importantly, I encourage you to send a heartspoken card or note to a loved one today; the impact of that effort is likely greater than anything else you will do today!"

GEORGE WHITE

President of Up With Paper
Past President, Greeting Card Association

"In a world where connectedness is defined by social media likes and instant messages, Elizabeth Cottrell reminds us of the benefits of pausing to pen a heartspoken personal note, both for the writer and the recipient. With her easy-to-remember NOTES formula, Cottrell inspires amateurs and experienced letter writers alike to express compassion and caring with thoughtful words. A lovely gift for a teen, young professional, aspiring leader, and even the veteran snail mail aficionado."

ANN DAVISON

Executive Coach and Strategic Communications Advisor

"Elizabeth H. Cottrell's heart for encouragement takes the shape of words penned in notes and cards and letters — sometimes considered an old-fashioned way to communicate in our fast-paced world of email and texts. I'm so grateful she's inspired me to slow down and reconnect with family and friends through the more personal expression of handwritten notes."

BETH K. VOGT

Award-winning author at bethvogt.com

"Thanks so much for sharing your book with me. From the first page, it felt familiar and welcoming...that's a great talent! Halfway through, I put it down, picked up a pen and paper, and wrote a note to a good friend, just to thank him for his friendship. I don't think I've ever done that before. Thank you for inspiring me to be a better friend! And congratulations on a wonderful book."

JOE SIPLE

Author of *The Five Wishes of Mr. Murray McBride*, Maxy-Awards 2018

"Book of the Year." www.joesiplebooks.com

"With this book by your side, you can become a world-class note writer, engendering good feelings in others' lives as well as your own!"

LYNETTE M. SMITH

author of *How to Write Heartfelt Letters to Treasure: For Special Occasions and Occasions Made Special*

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