



ABOUT HEIDI ESTHER

Heidi Esther is an author, speaker, mentor + midwestern momma who's been there. She felt, healed, read, cried, and journaled through a dozen years of change, from divorce to unemployment to the love of her life. At the end, she discovered something miraculous! **Self-Love and her Joyful Purpose.**

When she's not sharing her story, she can be found giving her dog a fresh cup of water, plucking chin hair, smelling lavender, or teaching her teenagers the virtues of no screen time.

And she is here to walk with women + helpers who are done with people-pleasing and ready to create more joy and purpose - On their own terms. Are you ready?



Sample Interview Questions

ABOUT THE BOOK

Heidi Esther's debut best-selling short memoir, *For Cryin' Out Loud*, is a Jen-Sincero-meets-Melody-Beattie-style journey into self-awareness that tries to metaphorically answer the question "how many licks does it take to get to the center of the Tootsie Roll pop?"

SAMPLE QUESTIONS

Q. You reference meatballs a lot. Are you a meatball connoisseur?

A. Actually, I'm trying to be more of a plant-based gal these days. Not too sure about substituting the tried-and-true pork and beef convo for pulverized mushrooms and lentils. Tho I have the recipe if you are interested.

Q. What does "For Cryin Out Loud" in the context of your book mean and why did you write it?

A. Well, let's just say I grew up in a German-American household. Honestly, the word 'workaholic' is spoken with pride. A large part of my journey was waking up to look within AND accepting all the feelings and lessons learned. I wrote this book because I believe everyone has the courage and the worthiness to find and speak up for their joy.

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For Cryin' Out Loud By Heidi Esther

Sample Interview questions and answers, continued.

Q. What did you learn from writing this book?

A. *First, I was surprised + felt very proud of all the crap and aloneness I waded through before and during this book. More importantly, I discovered the process that helped me overcome my obstacles and speak up for my joy. It's weird that you can see things differently when you journal. I guess I'm getting really good at not only talking, but listening, to myself.*

Q. What are some of the things that people will relate to and learn from reading the book?

A. *The journey of a mommy doing all the "right" things to find happiness and success, who realizes that she really feels like a pile of soggy noodles. I hope readers do learn that there are people out there waiting to love, support, cheer on, and believe in the potential of those noodles. And that soggy noodles can really find their way to joy!*

Q. What do you hope people will takeaway from reading the book?

A. *I hope everyone learns that they are worthy. Worthy of Joy. And they are never alone. And that they are the most beautiful, delicious onion, under all those layers.*

Q. So, what is next for you?

A. *I am creating a supported experience and workbook, called *Peeling Your Onion*, to guide fellow soul-searchers through the same process I went through in my book. Building a resilient mindset, finding supportive relationships, accepting your feelings, and taking empowered steps to find joy. There is coloring, visualization, and storytelling exercises you can do alone or with a buddy. I leave the painful inner child healing to the therapists.*

Q. Where is the book available?

A. *Amazon - in eBook, paperback, and audiobook.*

Q. I heard you also share a free guide, called the Jumpstart Guide to Joy. Can you tell me about it?

A. *The [Jumpstart Guide to Joy](https://heidiesther.com/joy) is an eBook of playful printables to build mindfulness in your day - like a daily gratitude minute to build resilience, door knockers to help you with boundaries, or a sanity toolkit to help you reframe your day. It can be found at heidiesther.com/joy. Who couldn't have a more joyful day with some colorful knockers in their bedroom?*



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CONTACT

217.714.4345
howdy@heidiesther.com
heidiesther.com
@HeidiEstherAuthor

