

**FOR IMMEDIATE RELEASE**

**CONTACT:** Heidi Esther

**PHONE:** 217-714-4345

**EMAIL:** [howdy@heidiesther.com](mailto:howdy@heidiesther.com)

## For Immediate Release: For Cryin' Out Loud is good for you!

Debut punchy memoir shatters Societal Programming that feeling joy isn't selfish, it's a Human Right.

[Champaign, IL April 30, 2022] Black lives matter. The earth needs our help. Women's rights are human rights. And your Joy Matters. YES. Because if you can't wake up, sludge through all the programming, you will never unearth your joy. Which is your compass to your values. To YOU showing up for yourself, others, and the world.



Launched as a #1 New Release on Amazon, *For Cryin' Out Loud* by Heidi Esther, is a Jen-Sincero-meets-Melody-Beattie-style journey into self-awareness intertwined with humorous and provocative poetry that tries to metaphorically answer the question "how many licks does it take to get to the center of the Tootsie Roll © pop?"

*FOR CRYIN' OUT LOUD will make you laugh out loud. It's the funniest book I've read in ages. I must say it's sorely needed for that quality alone. Yet its message is profound. It handles the tough stuff--from depression to divorce, from codependency to sexual identity. The author has a light-hearted voice, a fast-paced, crystal-clear writing style, and a relatable story, especially if you're a mom-in-the-trenches. (And aren't we all?) We're all on the bumpy journey to finding ourselves and a better world. Why not travel together with Heidi as our guide? If you want to find yourself and your joy amidst all the mind clutter, pick up this short, witty debut memoir.*

– Kathryn Brown Ramsperger

Award-winning Author, Humanitarian Journalist, Intuitive Book Coach, and Mom <https://shoresofoursouls.com>

Whether you are a mom-in-the-trenches or someone who puts others' needs first, *For Cryin' Out Loud* will leave you with a profound sense that You Deserve Joy, no matter what. While the road ahead might be unknown, you feel relieved that Heidi Esther, relationship professional, storyteller, momma and Joyful Purpose Mentor, is ready to walk with you on your own journey to joy.

[Click here to Purchase on Amazon](#)