

FOR IMMEDIATE RELEASE

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Local woman on a mission to put People Pleasing in a museum.

Newly-released memoir reminds us that People Pleasing is gone to the dogs and Joy is for mommies, too. And this author is chock full of stories and tools to help you create yours.

Champaign, Illinois, December 2022 - Heidi Esther, a local University of Illinois Engineering Graduate who (pretty much) never left town, published her first memoir, *For Cryin' Out Loud*.

For Cryin' Out Loud 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?" Chock full of heart and hope, it starts close to home, in a house in central Champaign and ends in picture-perfect Cherry Hills. This book follows her journey from stay-at-home-mommy people pleaser to someone who could speak up for herself, thanks to some new unlikely friends.

Heidi Esther is a stay-at-home-mom turned fundraising professional, and pivoted her life again during the pandemic to become an storyteller and Joy Coach. After a dozen years of "life lessons", including unemployment and divorce, she found her Joyful Purpose. She is now on a mission to walk alongside moms and those who dedicate their lives to helping others

Heidi Esther will be signing books with several other area authors at **Yellow & Co's first-ever Local Author Fair** in Mahomet on Saturday, December 17th from 11-3. She will also be featured in **That's What She Said's 10th Anniversary Show** at the Virginia Theater in February 2023. More details about where you can find her are at <https://HeidiEsther.com/Events>.

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Her book is available in [multiple formats on Amazon](#). And you can get her messages of encouragement at <https://heidiesther.com/joy>. For more about Heidi Esther and her debut memoir, go to HeidiEsther.com/Media.