



ABOUT THE AUTHOR:

Elizabeth H. Cottrell

Elizabeth's career has taken her from leprosy researcher to stay-at-home mom, to community supporter and leader. She was the first female board chair of First Bank/First National Corporation in its 100+ year history. Retired technical writer and editor, she is now a writer and blogger at Heartspoken.com.

Above all, she is a connector and encourager whose writing explores the four essential connections of the Heartspoken Life: with God, Self, Others, and Nature. Her expertise and passion for note writing came at just the right time to touch a pandemic world desperately in search of connection. Elizabeth is the right person to help readers of her book find their own heartspoken voice and learn to harness this powerful tool for nurturing their valued relationships.

Elizabeth lives with her husband John in the shadow of the Massanutten Mountains near the North Fork of the Shenandoah River. She is an avid reader and birder. She makes a joyful noise at church on the piano and guitar and is an Extra Class amateur radio operator. She is proof you're never too old to try new things.

Elizabeth loves to join book clubs discussing her book either in person or by Zoom.

AUTHOR MESSAGE

Thank you, readers, for joining me in my HeartspokenMovement. Please connect with me on my blog or social media (@HeartspokenLife), and subscribe to either of my free newsletters: www.heartspoken.com/newsletters for content that will enrich your own #HeartspokenLife.

Elizabeth

BOOK CLUB INFORMATION

Book Details:

Author:	Elizabeth H. Cottrell
Publisher:	Koehler Books (July 2022)
Distributor:	Ingram
Genres:	Nonfiction, Self-Help/Communication & Social Skills
Formats:	Hardbound, Softbound, Kindle
Length:	161 pages plus 40 pages of Appendices, Resources, and Bibliography



Literature Awards:	Nonfiction Authors Association Gold Award Literary Titan Gold Book Award Outstanding Creator Award: Winner "Best Writing" and 1st place in "Self-Help & How-To Books" Reader's Favorite 5-Star Review Firebird International Book Award in "Gift Books"
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Synopsis

Learn the author's Secret NOTES Formula for writing notes that connect, comfort, encourage, and inspire.

In this warm, easy-to-read book, the heartspoken note (or letter) is set free from old-fashioned irrelevance to become an effective, affordable, and powerful connection tool for nourishing relationships, both personal and professional. This book will guide you to uncover 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. This book 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.

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Bibliography

The Back Story of the Heartspoken Book

A letter from a stranger was the lightning bolt that changed my appreciation for the potential of personal notes forever; from that day on, I saw them as a force for good in the world.

I've always written notes, because that's what we were taught to do when I was growing up in the 1950s. I learned the skill from my mother and both my grandmothers. They all wrote beautiful notes. It was expected. It was good manners.

But the day I received that letter, I suddenly realized it was so much more.

The letter was from a woman devastated by the loss of her son:

"I truly appreciated the encouraging letter you sent my son's fiancée after my son took his own life. She shared it with me, and it came during one of the most difficult and testing times of my life. I know I have read your note over 25 times; it was a lifeline which kept my spirits up."

What on earth had I written that could have meant so much to this woman? Her son's fiancé was a neighbor of mine and only a casual acquaintance. I only remember, upon hearing the news of this man's tragic death, that I wanted desperately to reach out to her and let her know she was not alone. To this day, I have no idea what I wrote, but I know it came from my heart and carried a genuine desire to comfort her.

On reading the mother's anguished missive, I remember experiencing a moment of instant clarity: a note crafted with thoughtfulness and compassion can have impact and create a ripple effect. I've been a believer in the power of note writing ever since.

What Some Pros Say

"This book is a gift...As a business etiquette expert, I have been teaching people the value of writing notes as a tool for growing their business and building relationships. Elizabeth has gone farther, deeper, and wider. She has created one of the valuable books you'll ever own and will refer to over and over for years to come."

Lydia Ramsey,

Business Etiquette and Modern Manners Expert

"Elizabeth H. Cottrell emphasizes the unique value of note writing as a form of communication that goes beyond words to encourage new ideas and connections. She shares her experiences with handwritten notes as powerful tools for building relationships and conveying support, encouragement, love, and gratitude."

Maryann Namayi,

Editorial Staff of Reader's Favorite

"Heartspoken is a work of art—and a work of heart. Your words are packed with wisdom and inspiration. It is so practical, and I especially admire how you put the reader at ease with your encouragement to write naturally. Your NOTES formula is brilliant!"

Peggy Post,

Director Emeritus, The Emily Post Institute

What Other Readers Say

“What you have in your hand is far more than another book on the proper way to write a note or letter. It offers you the inspiration and encouragement to know—deep in your soul—exactly the right thing to say at the right time.”

Jason F. Wright, New York Times Best-Selling Author of Christmas Jars and The Wednesday Letter

“Over the years, Elizabeth has blessed me with her handwritten notes, both in times of sorrow and in times of joy. If anyone can bring back the lost art of the letter, it’s Elizabeth Cottrell Her book is your instruction manual for making our world a kinder, more compassionate, and thoughtful place. God knows, we need this in our lives now more than ever!”

Ellen Britt, P.A., EdD

“Elizabeth has produced the definitive note-writing resource. If you want to write more handwritten notes—and do it well—invest in this book.”

Karen R. Sanderson, Author of No Boundaries

“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 and employ NOTES formula, Cottrell inspires amateurs and experienced letter writers alike to express compassion and caring with thoughtful words.”

Ann Davison, Executive Coach and Communications Advisor

“With Elizabeth’s compassionate guidance, you’ll feel like there is suddenly a quill in your hand, capable of writing with old-fashioned, graceful sensibilities.”

Annette Petrick, Author and Radio Personality

Things to Discuss



1. Can the “heartspoken note” really be transformed into a modern connection tool in today’s digital age?
2. What are the key elements of the author’s Secret NOTES Formula, and how do they contribute to creating notes that connect, comfort, encourage, and inspire?
3. How can the Secret NOTES Formula help you find your own unique note-writing voice?
4. Share examples of meaningful notes or letters that have had a significant impact on your own life and discuss why they were so impactful.
5. Discuss the analogy of flipping a light switch in relation to note writing. How does the author suggest that writing notes can be a transformative and empowering process?
6. This book has been well-received by sales professionals. Discuss the book’s emphasis on nourishing both personal and professional relationships through note writing.
7. Explore the significance of handwritten notes versus digital communication. What are the advantages and disadvantages of each medium for effectively creating connections and conveying emotions?
8. Share personal challenges or obstacles faced in your own note writing. Discuss tips from the book that could help overcome these challenges and enhance the impact of your notes.
9. Reflect on the idea of writing notes as an act of self-expression and self-care. How can the practice of writing heartspoken notes contribute to personal growth and well-being?
10. Discuss practical applications of the principles from the book. How you incorporate them into your daily lives? Share plans or ideas for implementing the lessons learned from the book.