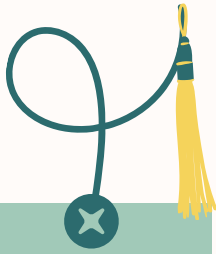
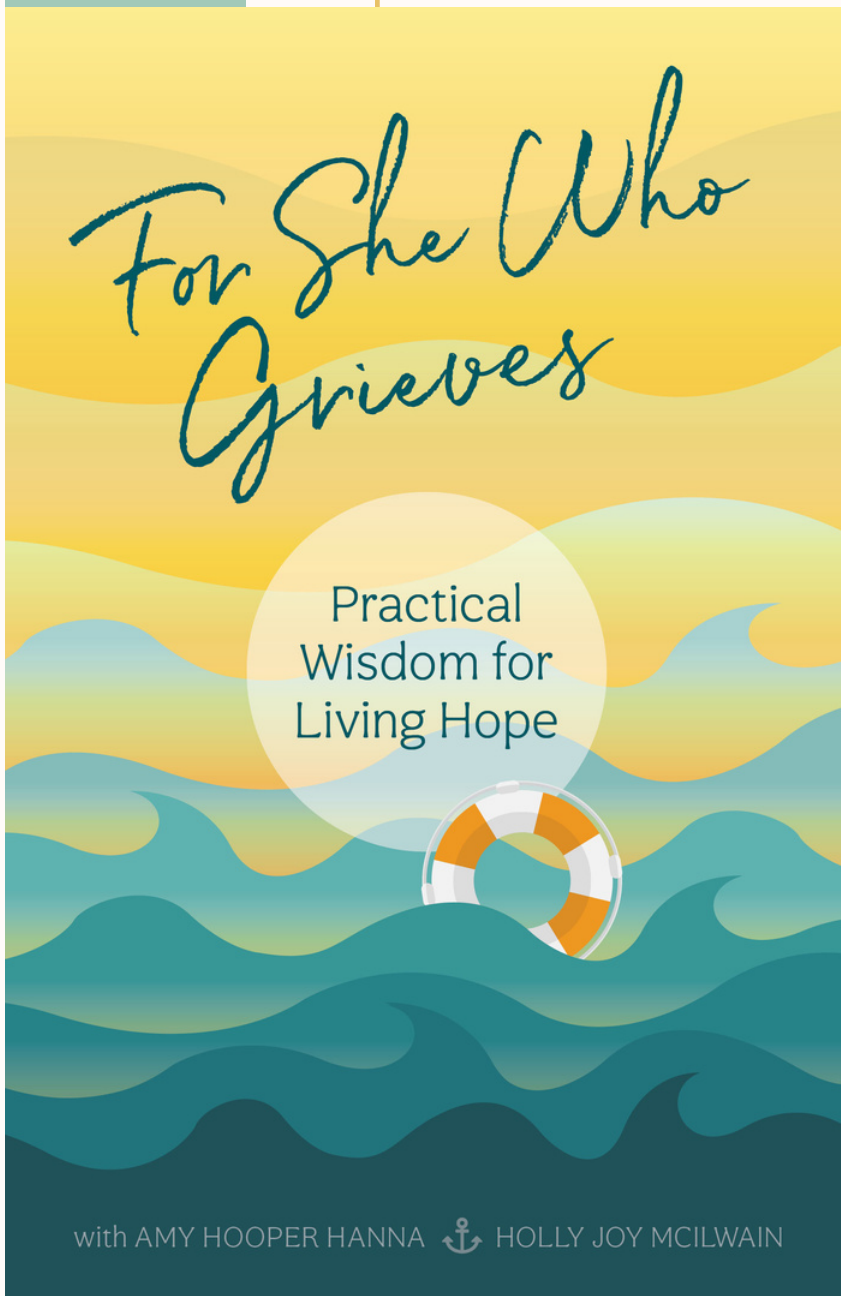


# Media Kit



This book  
is for  
she who  
grieves...  
and  
believes  
in joy.

*For She Who Grieves:*  
*Practical Wisdom for Living Hope*  
with Amy Hooper Hanna and  
Holly Joy McIlwain



# For She Who Grieves

## Practical Wisdom for Living Hope

with Amy Hooper Hanna & Holly Joy McIlwain



**Grief is painful.**

**It hurts.**

**Badly.**

**We know.**

What if we focused on grief as something that helps us grow wiser and more resilient? What if we could embrace grief? At least hold its hand? Look at it closely?

This is a book about good grief. *For She Who Grieves: Practical Wisdom for Living Hope* is a collection of stories on the effects of grief and what comes next. It's about steps taken and the power and challenge that can be found on the road from sadness to joy, between grief and relief.

Whether you're beginning your journey, well on your way, somewhere in between or even back again, there are ways to feel happy and be okay. Whether you are the driver or a passenger, here you will find hope and connection. This book is for the brave-hearted and open-minded.

**This book is for she who grieves... and believes in joy.**

# From the Creators

Amy Hooper Hanna & Holly Joy McIlwain

## **Who are we helping?**

While the book is helpful to anyone, we focus on women who are suffering with the pain of significant loss—whatever kind of loss has triggered an intense emotional experience for them.

It could be the death of a loved one, it could be divorce, separation, disease, material or financial devastation, it could be about a loss of trust, security, faith or control, a combination of all of the above, or something else.

## **Why did we write the book?**

Because we're women and suffering sucks and we're over it! We recognize pain as part of life, but we don't need to *suffer*. We don't want anyone else to get stuck with the feelings of being lost or alone or insecurity about the path or the future. We want to empower people to feel better. To bolster hope, and raise human awareness, consciousness, and connection. Our experiences are each unique, but we are not alone. There is comfort in that fact for anybody.

We found that listening to and voicing heart-spoken stories is an incredible way to meet grief where it's at. We found that both avoiding grief and experiencing it is exhausting. We have seen and felt the benefits of support rather than avoidance, and feeling grief to heal it. We have learned that opening up hearts makes space for hope. We gained insight and ideas and practical tools from each other, and felt it was important to point to the women in the community who build others up.

The stories, the raw emotion, the carefully constructed commentary in this book, serve a purpose. Our position became to promote embracing grief rather than rejecting it. Work with it instead of trying to deny it. We are all about taking the personal and making it practical. We created a space to do that with this book. What is grieved is personal to YOU. The insight shared in this book applies to anyone's experience with grief, including supporters of women, and men drawn to this topic.

*For She Who Grieves*

Practical Wisdom for Living Hope

# Meet the Creators



## *Meet Amy Hooper Hanna*

*"There is power in sharing your story. Through the personal stories and research we've collected, we have learned that the power and wisdom is too good not to share."*

Ms. Amy Hooper Hanna serves as a coach, trainer, and consultant in employee communication, engagement and leadership effectiveness. She consulted with Fortune 500 and Fortune 1000 companies in organization effectiveness and communications for more than a decade in a leading human capital firm in Washington D.C., and another decade on her own from Pittsburgh. As an adjunct consultant for a leading talent management firm for the last decade, she has focused on assessing corporate client leadership behavior and providing developmental feedback, as well as facilitating and producing various professional trainings.

In the midst of all that, she took on the job of motherhood, and for work/home balance, she established her own independent entity, Amy Hooper Hanna & Associates (AhHA!). This started as a strategic employee research consultancy for employee engagement, retention, communications and marketing projects, and has since shifted focus to leadership coaching, making people-leadership easier with practical wisdom that works.

Keen to observe patterns and trends across her lifelong study of human thought and behavior, over time she has gleaned key "secrets to success" for leaders, noting the extreme importance of emotional intelligence, effective communication and interpersonal skills. She is passionate about facilitating insight and ideas with others to enhance impact and effectiveness of just about anything in life!

As a strategist, researcher, communicator and coach, she asks questions and listens closely in both life and business, creating "ah ha!" moments for people that generate positive momentum. As a single mom of three, she simply takes the approach of "AHHH!"

Amy encourages taking a leap of faith and trusting oneself and life, while questioning it too. She created the flexibility she needs to responsibly be who she wants, and continues to take risks to consciously carve out the "shoulds" and commit to what feels intuitively and intellectually right and light, to live a life of meaning and positive, personal impact.

Noted for being unflappable in the face of life's constant blows, her grace (ha!) under pressure, and for seeing the humor in the most absurdly horrible, Amy is a big believer in laughter, learning, and happy hour. She admittedly dislikes meanness and dog poop.

With family roots in writing and publishing, Amy is proud to produce her first book! She is also working on Soul Snippets for the Kiddos, a legacy collection of treasured insights and lessons learned over the years. She is so excited to be on this adventure of life with you and honored to partner with Holly on *For She Who Grieves: Practical Wisdom for Living Hope*.



## Meet Holly Joy McIlwain

*"I've walked with grief for many miles now. Because of this book, I've looked at my sons and my husband differently.*

*Listening to other people's losses has caused me to love more deeply in my own home. I want to be a more grateful person. I want to be a more compassionate person. I want to be a more courageous person—standing with others in their grief and, sometimes, sitting down with them, too."*

Ms. Holly McIlwain, M.S., is the founder and chief cheerleader of the Brave Women Project. As an author, Holly dreams of telling stories that matter. Her first book, *For She Who Leads: Practical Wisdom from a Woman Who Serves*, was published in 2020. She also is a contributing author in the anthology *Twenty Won: 21 Female Entrepreneurs Share Their Stories of Business Resilience During a Global Crisis*, which is an Amazon bestseller and was published in April of 2021.

Professionally, Holly leads the Talent Development platform at Winner Partners. She is a subject-matter expert in the usage of behavior assessments as part of coaching and development plans, in addition to talent acquisition engagements. As a Gallup Certified Strengths Coach, working with individuals and organizations to build a better world and sustainable business solutions is her passion. What's not exciting about that? This enthusiasm comes with Holly into each coaching session, team workshop, search opportunity, and speaking engagement. It carries right over into the Brave Women Project. Nothing excites Holly more than inspiring women to do brave things.

Developing leaders who change lives is Holly's passion and professional purpose. She has studied and written about topics such as leadership and mission, bravery in business, and managing human relationships. As a recognized subject matter expert, Holly has spoken at numerous conferences and on Sirius XM Radio. She holds an advanced degree in Organizational Leadership from Robert Morris University and is certified as a DISC Behavior Analyst and a Driving Forces Behavior Analyst.

After studying with Pittsburgh Leadership Foundation, she invested her time and professionalism in the Pittsburgh region, consistently seeking ways to challenge leaders to become fully engaged in transformation. In 2020 she served as Pittsburgh Leadership Foundation faculty and became a DDI-certified facilitator. Holly is an expert in the value of dynamic onboarding as part of the foundation for fully engaged employees and was the director of human resources and talent management at Robert Morris University. Currently, she is lending those talents to her undergraduate alma mater, Franciscan University.

Holly invests herself to expand the reach of those organizations she serves and has a long record of engagement in the region. Holly functioned as a lead consultant in organizational management and leadership development for one of the largest nonprofits in the world and spent 15 years in the nonprofit sector. Recruiting and developing the talent pool for the nonprofit sector soon led her to engage as a full-time consultant and director of leadership development and talent acquisition for a local firm.

Holly has worked with and served on the boards of directors for foundations and nonprofits and continues to be a frequent speaker and trainer on topics of leadership and living at universities, churches, conferences, and workshops. Holly created her own high-impact not-for-profit to engage even more organizations through the people who lead them. She and her husband, Kevin, are raising two young boys and residing in the greater Pittsburgh, Pa., area.



*For She Who Grieves*

Practical Wisdom for Living Hope

# Sample Interview Questions, Praise, Contact Info

# *Lets Have a Conversation!*

So who are you? And how did you two meet?

Why did you write this book?

Who are you helping? And why?

What's the main reason you want to get this book out there?

What's it all about? What's it NOT about?

What's the book about beyond grief and hope? What other topics does it cover?

How was it to write a book with someone else, to co-author?

What was your process? How long did it take?

Was it difficult to gather stories? What can you tell us about the research?

What was most challenging about it?

Some stories are anonymous and some aren't. Why is that?

How many contributors are there?

Who is the audience for this?

Who else might this book be for?

Who would you most like to read the book? Who would benefit most? How?

What do you feel is most important to express about the book or what's in it?

How has this book changed you?

How do you want to be perceived?

What is a good catch phrase for this book?

What are your favorite parts of the book?

What do you wish people knew to help them through?

What can your story or book do?

Why does what you share matter to someone who is on their own journey?

What is the greatest challenge you had to overcome, and what difference would this book have made for you at the time?



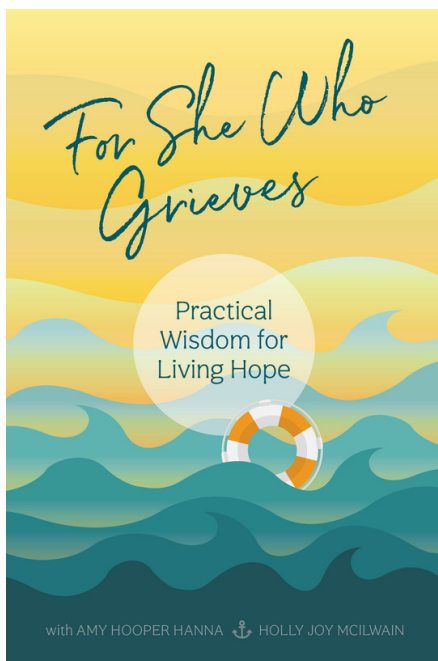
# Amy & Holly Can Focus On

## The 5 D's

Death  
Debilitation  
Destruction  
Disease  
Divorce

Dealing with Grief & Loss -  
material and physical

Finding Hope & Joy  
Practical Wisdom  
Thriving (Trive-ation)  
Embracing Grief  
Connection & Community  
Resiliency  
Self-Care  
Coping  
Growth Mindset  
Bravery  
Human Consciousness & Awareness  
Change Through Challenge  
Health & Wellness  
Forgiveness & Peace  
Courage  
Peace  
Personal Growth & Development



Visit [hollyjoy.info/forshewhogrieves](https://hollyjoy.info/forshewhogrieves) for the Amazon link.

# “Praise for For She Who Grieves

*Our nature of existence can be shattered in a moment when grief enters. Whether you have a story or know someone who does, this book will help you find a way to embrace grief and rise above. The collection of stories is not simply profound, it is the love that is written in the words by Amy and Holly that surround the stories that is the heartfelt hug. You immediately feel at home as if listening to friends and want to support the women who so bravely stepped forward to share their stories so others could be braver. A must read for anyone whose heart is open and willing to learn about loving their grief to heal their soul.* - **PJ Jackson, Chief Empowerment Officer, Founder and CEO of Positive Knowledge, LLC and author of “The Labyrinth Influence, Awaken the Wisdom Within”**

*Pure-hearted and thoughtfully written. A true companion guide for your heart and soul! With wide-open honesty, vulnerability and care, Amy and Holly accomplish the goal of bringing together both tenderness and tools for the grief, love and hope in us all.* - **Rachel Madorsky, LCSW, best-selling author of How to Love Yourself In Less Than a Week and Also for the Rest of Your Life.**

*Grief, like life, is a journey of self-discovery, growth and working through layers of conditioning; in this book, Amy and Holly inspire and empower others to experience their organic truth, gain greater wisdom and self-awareness, and live in hope and joy along the way. Speaking their minds and hearts along with the voices of many others, they reveal a huge capacity for connection. For She Who Grieves: Practical Wisdom for Living Hope compassionately and respectfully supports and activates the healing potential of others.* - **Juliette Stapleton, Online Visibility Strategist, Marketing By Human Design Expert**

*Divorce from a spouse. Death of a parent. Estrangement from a family member. Disillusionment with a dream. While the causes of our grief are common, our reactions are not. Through For She Who Grieves, Amy and Holly share practical wisdom about mourning, yet living in hope. Thank you for this timely take on surviving loss with grace.* - **Lisa Patten, Founder, Dandelion Communications, and author of Say Smart Stuff**

*For She Who Grieves is an in-depth look into grief and how it can affect every aspect of our lives. This book is a must read for anyone experiencing grief or anyone who knows someone who is. We all experience grief at some point in our lives, and it helps to know that our feelings, whatever they may be, are valid and normal even if they don't feel normal. As a bereaved mother, I can relate to so much in this book, especially the feeling of finding myself in unfamiliar territory. Amy and Holly did a fabulous job explaining grief, navigating through the unfamiliar territory of grief and showing how you can rise above the darkness to find light and hope.* - **Dana Ziemniak | Author of Blue is the Color of Heaven: The Story of a Boy's Love, Strength, & Beyond**

# Contact

Amy and Holly are available for in-person and virtual speaking engagements, podcasts, and interviews. All inquiries should be directed to:

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*For She Who Grieves: Practical Wisdom for Living Hope*  
is published by  
Aurora Corialis Publishing, Pittsburgh, Pennsylvania  
[AuroraCorialisPublishing.com](http://AuroraCorialisPublishing.com)

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Practical  
Wisdom for  
Living Hope



with AMY HOOPER HANNA  HOLLY JOY MCILWAIN



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