



Re: *SOARING into Strength* book launch collaboration

We are thrilled to invite you and your organization to do something positive to boost the well-being of all of your staff and the clients you serve during these continuously challenging times. Findings from the latest scientific studies show that when people learn to take active roles to boost their resilience and well-being, they are enabled to experience greater well-being and agency.

[Soaringwords' mission](#) is to inspire children, families, adults, seniors, and health care professionals to take active roles in self-healing to experience greater physical, emotional, and mental well-being. Our goal is impact—the greatest impact possible. To that end, we have developed a number of powerful programs based on our [SOARING into Strength Model](#) which has been presented at 16 scientific conferences around the world. Since 2000, we have reached 500,000 people with our [SOARING into Strength Positive Health Initiative workshops](#) through partnerships with community organizations, not-for-profits, health and human service, agencies, companies, hospitals, and municipalities.

I am excited to announce that my debut memoir *SOARING into Strength: Love Transcends Pain* launches in September, 2022. As a Positive Psychology thought leader and CEO & Founder of Soaringwords—a global not-for-profit that has helped more than 500,000 people experience greater resilience and agency—this book shares my personal story of resilience through trauma as a way to help others take active roles in their self-healing. We are collaborating with not-for-profit organizations committed to health equity. Through these virtual book launch events, partner organizations have the opportunity to raise funds for their causes by retaining 10% of the profit from all event book sales using a customized purchase code.

***SOARING into Strength* Synopsis**

Since I was a child, I wanted to help. Whether it was rescuing a blind duck at a park or defending my younger brother against bullying when he experienced severe asthma attacks—I always found myself in the role of a helper during times of crisis.

As an adult, a phone call at 4 o'clock in the morning launched a trifecta of trauma that changed my life forever. Three experiences with death and illness occurred in my family in just 10 months—my beloved brother died suddenly of an asthma-induced heart attack, my father was battling lymphoma, and my son became catastrophically ill. When my family's world imploded, I felt as if I had become irrevocably damaged. Instead, I collided with my calling during a sunrise walk along the beach at the height of my son's illness. I

heard the word “Soaringwords,” and suddenly knew why I was born. *SOARING into Strength: Love Transcends Pain* tells this story in an upbeat, accessible way, sharing the ripple effects that have touched thousands of lives through Soaringwords’ initiatives.

For more information on the book, to read endorsements from luminaries, and to view the press kit, please visit www.soaringintostrength.com.

Next steps

I’m hoping to set up a Zoom meeting with you at your earliest convenience so that we can discuss this win-win collaboration to reduce health disparities and improve health equity, as well as securing funding.

I’m sending you strength and warmest regards,



Lisa Honig Buksbaum, CEO & Founder, Soaringwords

P.S. Here is some information about our [SOARING into Strength Positive Health Initiative](#), which also might be of interest to your organization and constituents.