

Tip Sheet
BWP Exclusive
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Title: XXXX	Price US: \$19.99
Subtitle: XXXX	Price CDN: \$26.99
Author: XXXX	Format: Paperback Deck
Pub Date: XXXX	Territory: World
ISBN: XXXX	Author name/city/state: XXXX
Trim Size: 5 x 6 3/4	Author Website: XXXX
Page Count: 50 cards, 128-page guidebook	Author Social Media: XXXX

BISACS

OCC019000 BODY, MIND & SPIRIT / Inspiration & Personal Growth
SEL032000 SELF-HELP / Spiritual
SEL004000 SELF-HELP / Affirmations

Keynote: This 50-card deck and companion guidebook encourages overworked women to recharge from their hectic lives by connecting with their inner wisdom and remembering that they are not alone in their struggles and experiences.

Key Selling Points:

Women work too much:

Women are working harder than ever both in and out of the home. Housework, parental duties, career, social lives, education, and combinations of all of these can lead to burnout and even illness. It's important for women to take a break and disconnect.

Emphasis on self-care:

Self-care has become a frequently used term when it comes to parents, business people, students, and those who are feeling stressed out in our fast-paced, hyper-connected world. This deck encourages the most important type of self-care—mindfully connecting with who you are on the inside.

The need to unplug:

Every day women are overstimulated through social media, email, the 24-hour news cycle, even Netflix binges. This takes a toll on their eyes, energy, and emotions. This illustrated card deck can provide a break from the constant glow of screens and the fast-paced world of electronics.

A Sizeable Following:

The XXXX Facebook page alone has over 16 million followers.

Author Bio:

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Deck Description:

Living in today's fast-paced world can be draining on any woman—emotionally and physically. We can easily get caught up in the frenzy of everyday life and lose sight of what's really important, but now you have help. XXXX card deck is the perfect daily tool for women who do too much. These 50 beautiful and inspiring cards and accompanying guidebook bring you back into focus, minimizing negative thoughts while helping you tap into your intuition. Use them throughout the day as a source of practical guidance whenever you need a little assistance. It's time to put your well-being to the top of your priority list and the XXXX cards will help you get there.

Quotes/Endorsements

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